

# 2004 BART Customer Satisfaction Study



BART Marketing and Research Department  
Corey, Canapary & Galanis Research



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# INTRODUCTION

Sustaining a high level of customer satisfaction is a key part of BART's efforts to increase ridership and enhance the quality of life in the Bay Area. BART commissions independent customer satisfaction surveys every two years to gauge how well it meets customer needs and expectations. This biennial tracking of customer sentiments allows BART to stay in tune with its customers and helps to keep the organization focused on customer service.

This report details the results of the most recent BART Customer Satisfaction Survey conducted in September 2004. Over 6,100 BART customers riding on randomly selected cars completed survey questionnaires.

The following Executive Summary highlights the most salient findings of the survey. Subsequent chapters present detailed analyses of the factors that influence customer satisfaction and background information including a full description of the survey methodology and a copy of the questionnaire.

The initial survey questions ask customers to describe their use of the system. These are followed by a focus on customer responses to three key opinion-tracking topics. These are:

- Overall Satisfaction
- Pride in BART
- Perceptions of Value

In addition, the survey probes for ratings of forty-four specific service factors, ranging from on-time performance to station cleanliness. BART uses the service factor ratings to set priorities for initiatives to sustain and improve customer satisfaction.

It should be noted that a number of changes occurred since the previous study that was conducted in October 2002. These include:

- the opening of the BART extension to San Francisco Airport, including four new stations in San Mateo County (South San Francisco, San Bruno, SFO and Millbrae)
- implementing the monthly reserved parking program
- enacting fare increases of 5% on January 1, 2003 and 10% on January 1, 2004

During this period BART completed the final parts of a multi-year systemwide renovation program. The final elements of this renovation program included installing new ticket vending machines and faregates.

The period since 2002 also presented BART with significant challenges. Most significant was the loss of jobs in the Bay Area which was about four times worse than that of the rest of the state. This drop in employment hurt commute ridership on the core system. BART had to deal with a series of fiscal deficits and resulting budget cuts. The cuts over the last few years were accomplished, however, without any major service reductions to BART customers.

## EXECUTIVE SUMMARY

- BART is very well regarded by its customers. Ratings for overall satisfaction and pride in BART improved substantially since 2002 and reached their highest levels since the BART customer satisfaction surveys began in 1996. Value ratings remain about the same.
  - Overall customer satisfaction increased significantly since the 2002 measurement. Currently 86% state that they are very or somewhat satisfied with the services provided by BART. In 2002 this statistic was 80%.
  - Increased pride in BART is shown by over nine in ten (93%) customers who say they would definitely or probably recommend BART to a friend or out-of town guest as compared to 90% in 2002.
  - Two in three customers (67%) agree strongly or somewhat that “BART is a good value for the money.” In 2002 this figure was 66%.
- Focusing on just the very highest satisfaction and recommendation ratings reveals significant increases in the “top tier” ratings. The value for the money perception is, however, consistent with previous measurements.

Percent saying that they...	<u>2002</u>	<u>2004</u>
are <u>very satisfied</u> .....	35%	46%
would <u>definitely recommend</u> BART .....	62%	70%
<u>agree strongly</u> that BART is a good value for the money .....	27%	28%

- High levels of satisfaction with BART span all demographic and behavioral groups including: weekday peak, weekday off-peak and weekend customers, frequent and infrequent riders, customers of all ages, ethnicities, income levels, genders and disability status.
- Most BART customers are “choice riders”: they choose BART over other modes of transportation available for their trips. Overall, only 22% say that BART is their only option. A majority, 55%, could have driven (by self or in carpool) instead of using BART. About three in ten could have taken a bus or other form of public transit.
- Compared to 2002, customers now rate BART higher on forty-three of forty-four specific service factors.
  - Extremely positive increases are observed with respect to: *Reliability of ticket vending machines* and *Reliability of faregates*.
  - Healthy increases are also in evidence for: *Length of lines at exit gates*, *Process for receiving ticket refunds* and *Escalator availability and reliability*.
  - The single decline is for *Noise levels on trains*. The decline in the mean rating, however, was just a little more than 1%.

## EXECUTIVE SUMMARY (continued)

Note: four of the five service characteristics with the most significant gains in 2004 had been identified by BART as “Target Issues” during the 2002 study. “Target issues” are those factors judged to be very important, but which are rated below the median rating level by BART riders.

In 2002 there were ten items in the Target Issues category. Eight of these factors improved enough to move out of the Target Issues quadrant. Two other factors also improved, but remain just inside this quadrant. These two factors are:

- Car interior cleanliness
- Ticket refund process

As in previous years, the detailed survey results in this report provide BART with insight into customer perceptions. This insight into the way customers perceive and judge BART can help to guide in designing initiatives and setting priorities for BART programs.

The best ever ratings achieved in 2004 result from a number of factors. These high customer ratings benefit from BART’s continued investment in the system (via the renovation program) and the efforts of BART employees to succeed even though they had to work with diminished resources. The positive customer reactions also clearly reflect the budget decisions that were made in recent years to address fiscal shortfalls without cutting basic services to customers.

The future holds many challenges for BART to sustain the excellent customer satisfaction ratings that it achieved in the current survey. To keep positive customer satisfaction levels and to maintain/increase ridership will require:

- Ongoing reinvestment
- Continued employee focus on customer service issues
- Fiscal decisions that maintain quality service levels for customers

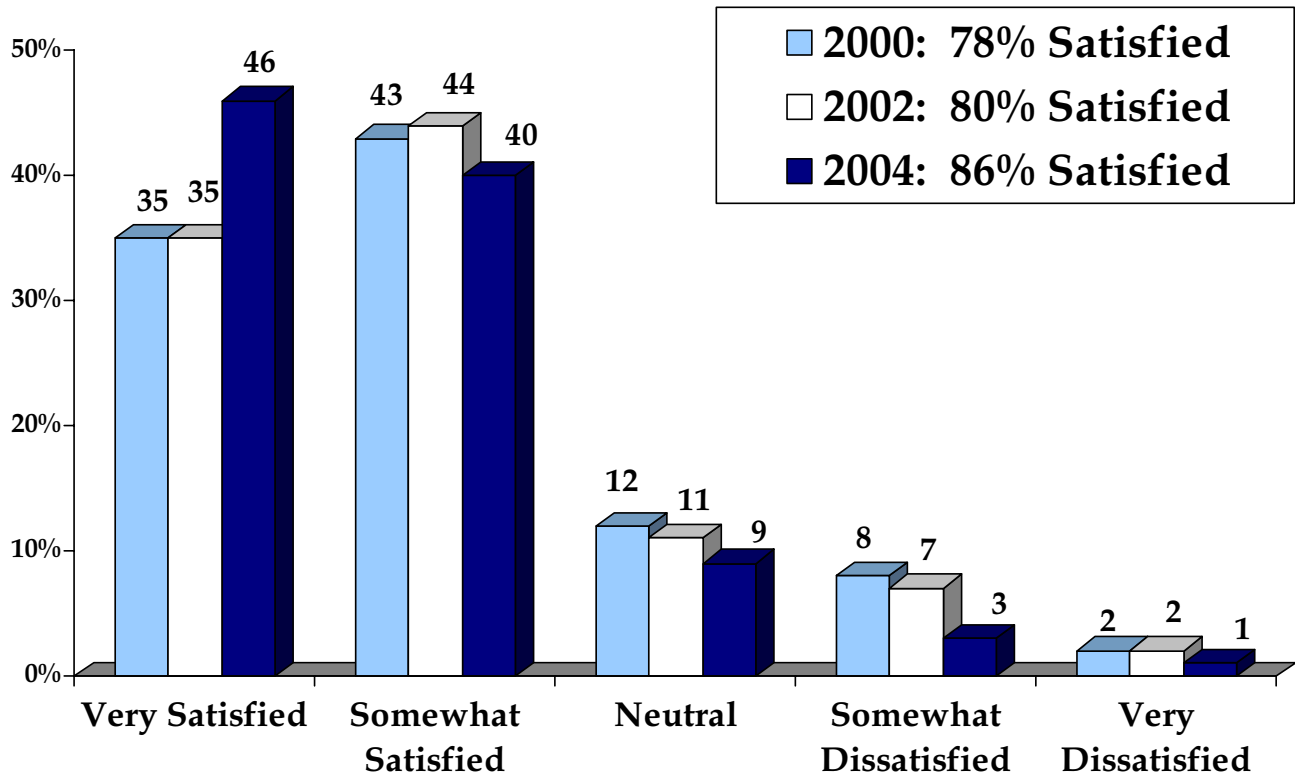
## **Detailed Results**

# Overall Satisfaction

## 2000 / 2002 / 2004 Comparisons

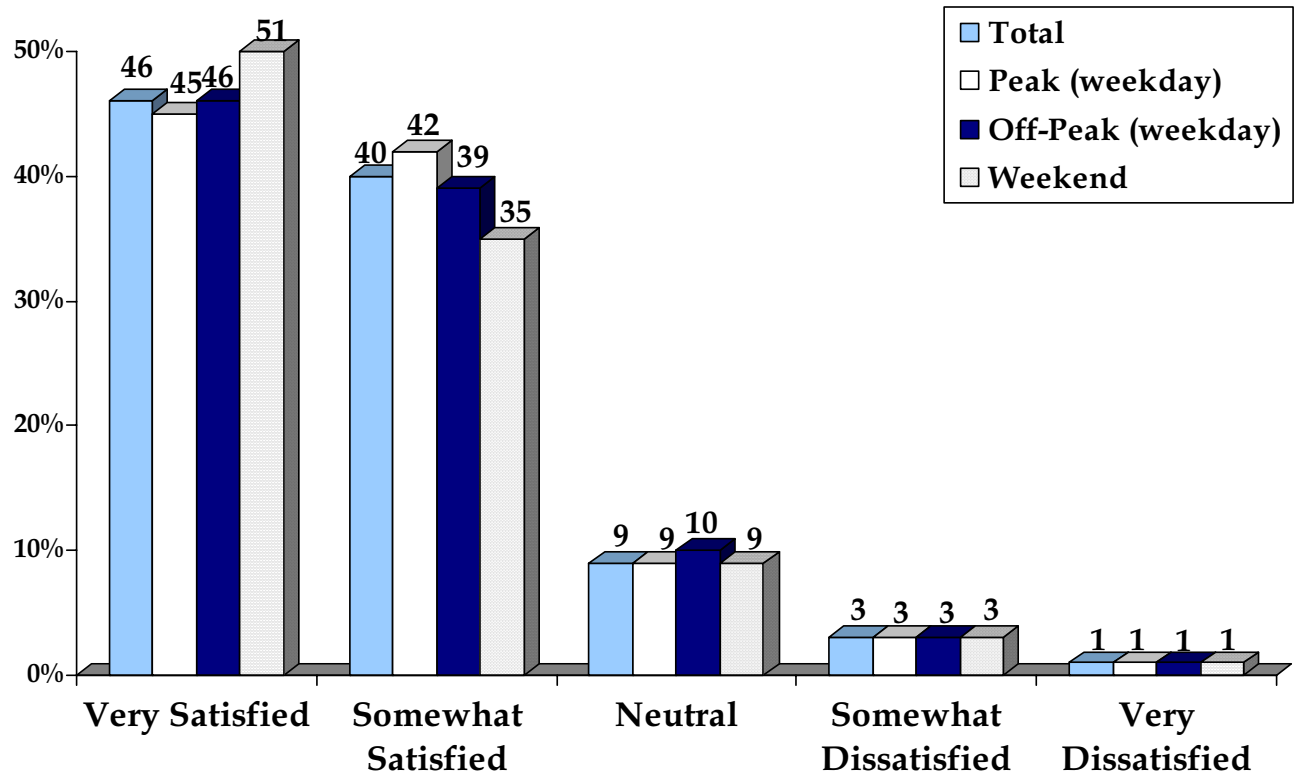
Overall satisfaction has increased significantly since the 2002 measurement. Currently, 86% state that they are very or somewhat satisfied with the services provided by BART.

**\*\*\*Best Ever Rating\*\*\***



## 2004 Overall Satisfaction

High levels of satisfaction with BART span all demographic and behavioral groups, including: weekday peak, weekday off-peak, and weekend customers.



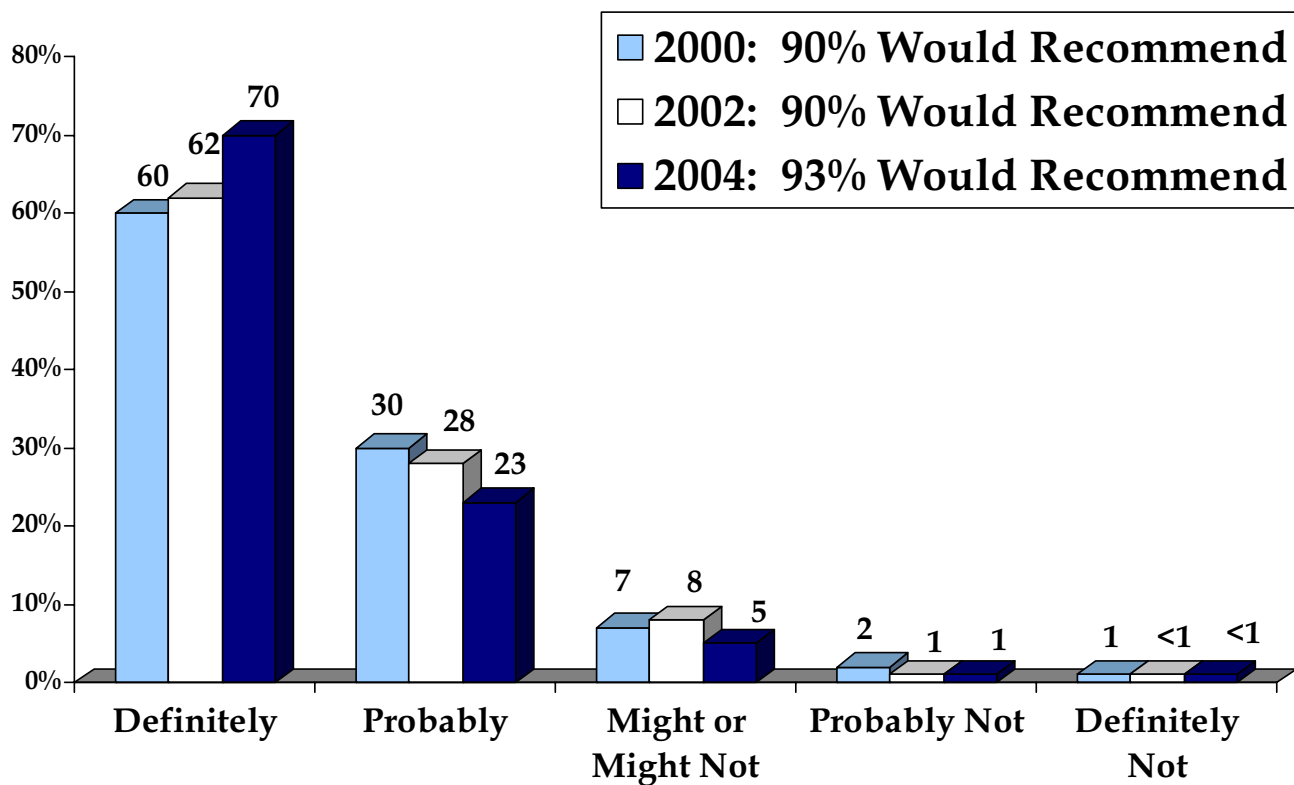


# Pride in BART

## 2000 / 2002 / 2004 Comparisons

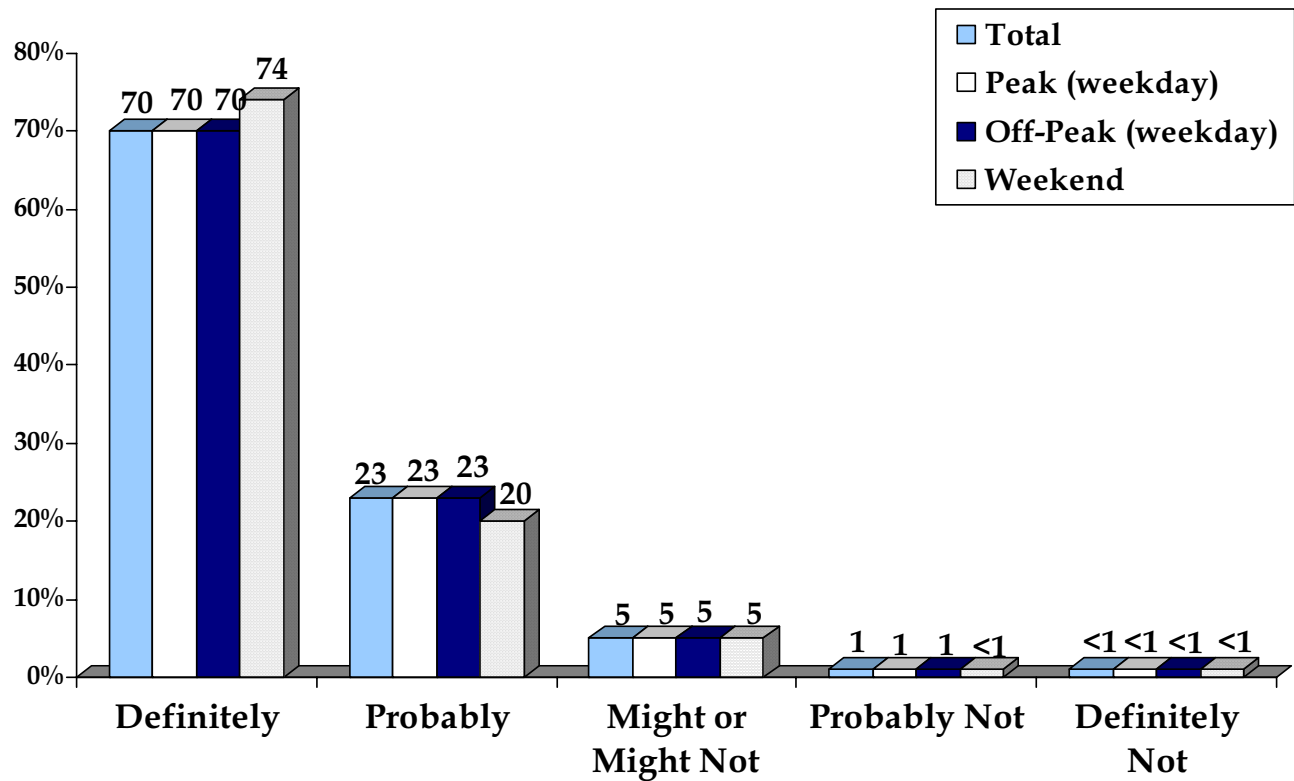
Over nine in ten (93%) would definitely or probably recommend BART to a friend or out-of-town guest. In 2002, this statistic was 90%.

**\*\*\*Best Ever Rating\*\*\***



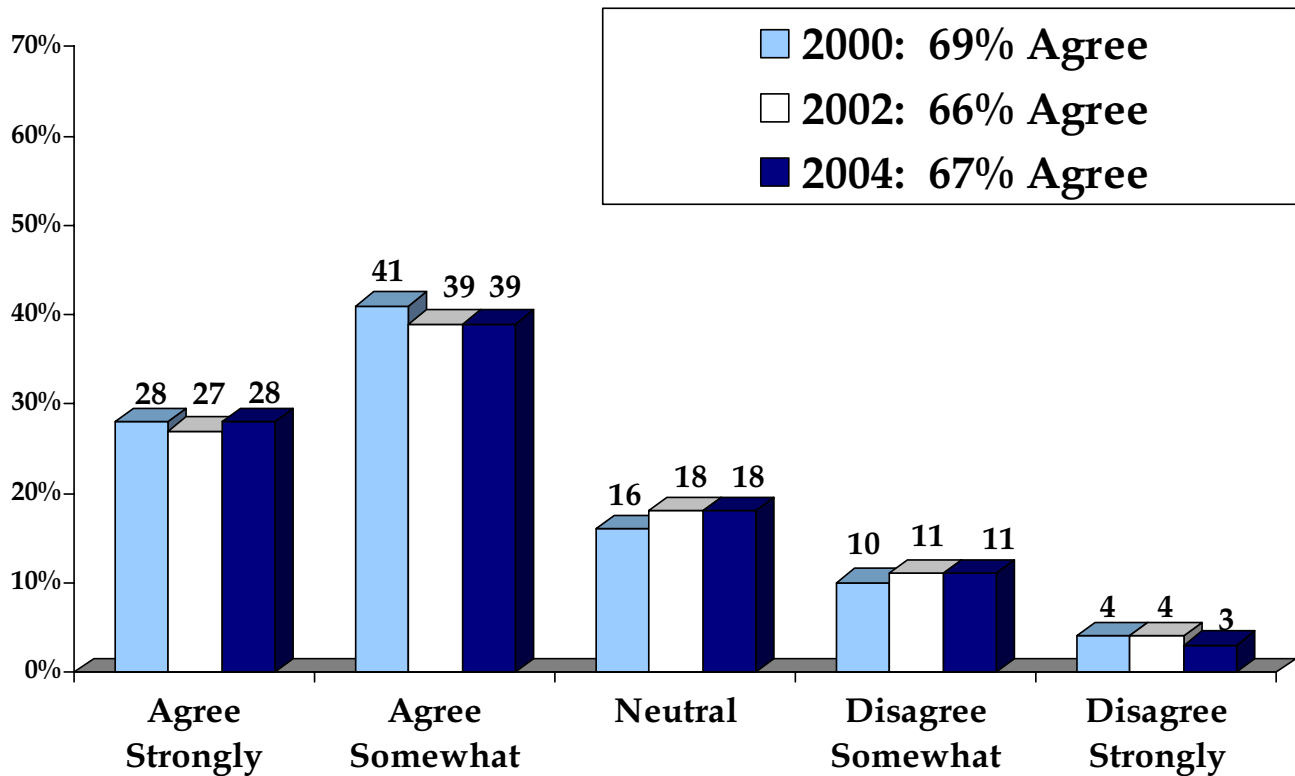
## 2004 Pride in BART

As on overall satisfaction, pride in BART spans all ridership segments (peak, off-peak, and weekend).



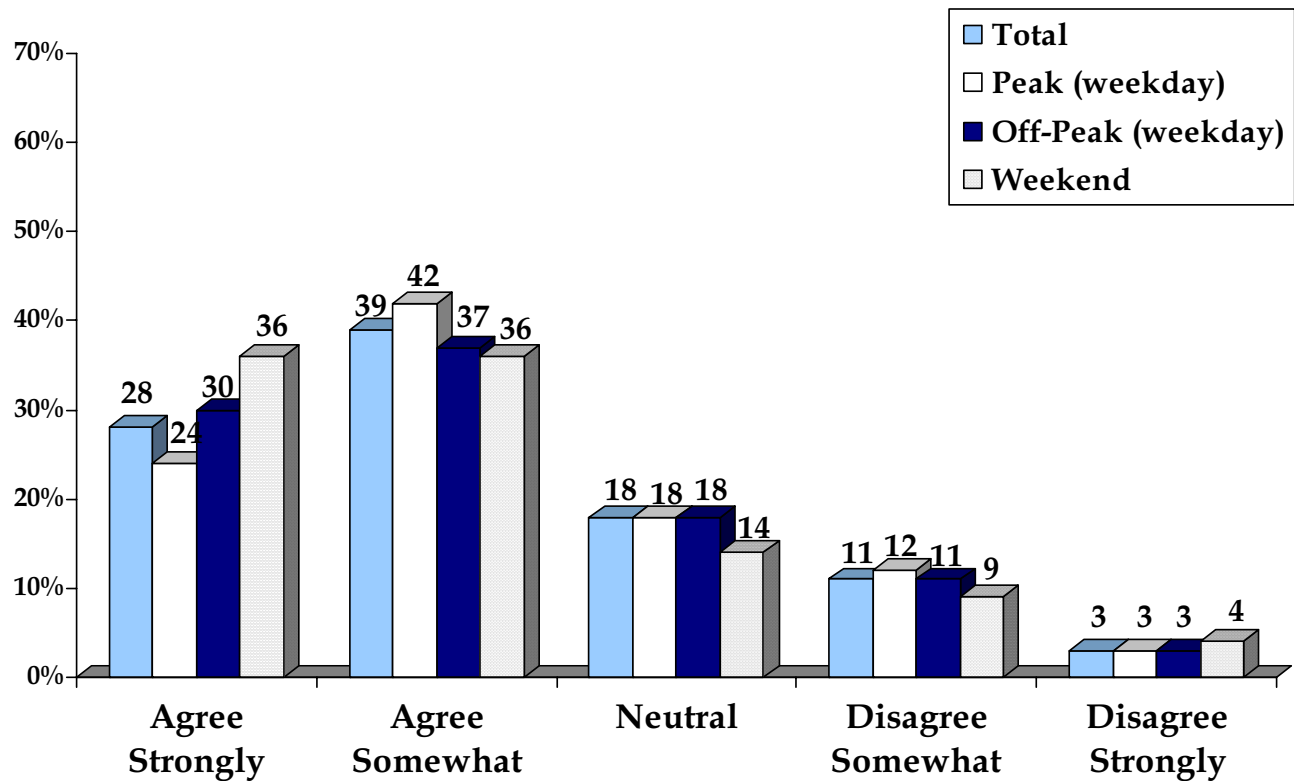
## Perceptions of Value 2000 / 2002 / 2004 Comparisons

The perception that BART is a good value for the money is constant with previous measurements.



## 2004 Perception of Value

About two in three of the weekday riders and over seven in ten of the weekend riders agree that BART is a good value for the money.



### **SPECIFIC SERVICE CHARACTERISTICS**

Customers in the current survey rated BART on the 44 specific service characteristics measured in 2002. The chart on the opposite page shows mean ratings for each of these 44 service characteristics. Items appearing towards the top of the chart are rated highest, while items appearing at the bottom are rated lowest. The average rating (on a scale from 1=Poor to 7=Excellent) is shown next to the bar for each item. Given the large sample sizes, mean ratings are generally accurate to within  $\pm .04$  at a 95% confidence level. *For a chart showing the percentage results please see Appendix D in this report*

BART received the **highest** marks on:

- Availability of maps and schedules
- Enforcement of no smoking policy
- On-time performance of trains
- Bart.gov website
- Reliability of faregates
- Reliability of ticket vending machines
- Access for people with disabilities
- Length of lines at exit gates
- Timeliness of connections between BART trains
- Signs with transfer / platform / exit directions
- Frequency of train service

The **lowest** ratings were recorded for:

- Presence of BART Police on trains
- Restroom cleanliness
- Presence of BART Police in parking lots
- Clarity of train public address announcements
- Presence of BART Police in stations

## 2004 Rating of Specific Service Characteristics

### Mean Rating (7 point scale)

Maps and schedules availability	5.78
No smoking policy enforcement	5.72
On-time performance	5.63
Bart.gov website	5.54
Reliability of faregates	5.47
Ticket vending machines reliability	5.41
Disability access	5.38
Length of lines at exit gates	5.38
Timely connection between trains	5.37
Signage	5.35
Frequency of service	5.31
Hours of operation	5.28
Information on service disruptions	5.27
Train interior kept free of graffiti	5.24
Comfort of seats on trains	5.23
Stations kept free of graffiti	5.21
Temperature aboard trains	5.12
Overall station condition	5.12
Availability of bicycle parking	5.07
Lighting in parking lots	5.06
BART personnel helpful and courteous	5.05
Fare evasion enforcement	4.99
Personal security on BART	4.97
Appearance of train exterior	4.96
Escalator availability & reliability	4.95
Timely bus connections	4.93
Availability of seats on trains	4.91
Station cleanliness	4.88
Leadership solving regional trans pblms	4.86
Station agent availability	4.85
Elevator availability & reliability	4.82
Appearance of landscaping	4.77
No eating & drinking enforcement	4.68
Ticket refund process	4.68
Train windows conditions/cleanliness	4.66
Train interior cleanliness	4.65
Elevator cleanliness	4.64
Availability of car parking	4.63
Noise level on trains	4.62
BART Police presence in stations	4.52
Clarity of train P.A. announcements	4.51
Presence of BART Police in parking lots	4.23
Restroom cleanliness	4.10
BART Police presence on trains	4.00

**SPECIFIC SERVICE CHARACTERISTICS (continued)**

Customer ratings of specific service characteristics were higher in 2004, compared to 2002. The chart on the following pages shows the percent change in the mean rating from 2002 to 2004. It also lists some of the possible causal factors for the rating changes.

Statistically significant increases were exhibited on 43 of the 44 attributes. The largest improvements were in customer perceptions of:

*-Reliability of ticket vending machines^*

*-Reliability of faregates^*

*-Length of lines at exit gates^*

*-Process for receiving ticket refunds ^*

*-Escalator availability and reliability*

It should be noted that four of the five items listed above were identified as “Target Issues during the 2002 study. Target issues are those factors judged to be very important, but which are rated relatively low by BART riders. These four items are flagged (^) above.

The only decline was in customer perceptions of *Noise level on trains*. This is a minor, but statistically significant change.

*All differences of 0.06 or more registered as statistically significant; differences of 0.05 may or may not register as statistically significant (see Appendix C for details).*

**SERVICE RATING CHANGES AND POSSIBLE CAUSAL FACTORS****2002 vs. 2004 Comparisons**

<b><u>Service Characteristic</u></b>	<b><u>% Change Mean<sup>1</sup></u></b>	<b><u>Possible Causal Factors</u></b>
Ticket vending machines reliability	+ 35.3%	Renovation program – New TVM's
Reliability of faregates	+ 24.3%	Renovation program – New faregates
Length of lines at exit gates	+ 17.7%	New, more reliable faregates, plus lower ridership
Ticket refund process	+ 15.0%	New, more reliable faregates, plus ticket exchange program
Escalator availability & reliability	+ 12.0%	Renovation program – Escalator renovation/replacement
Leadership in solving regional transportation problems	+ 8.0%	Spare the Air/APTA Award/GO bond/SFO publicity
Overall station condition	+ 8.0%	Renovation program, plus four new stations
Station Agent availability	+ 8.0%	Agents do less fingertip maintenance on new AFC equipment
Restroom cleanliness	+ 7.9%	Underground restrooms, which are now closed for security, were more heavily used hence less clean, plus new restrooms on the SFO extension line
Elevator availability & reliability	+ 7.8%	Renovation program – Renovated elevators
Train windows conditions/cleanliness	+ 7.6%	Zero tolerance program on etching, plus new train washes
Presence of BART Police in parking lots	+ 7.4%	Customers more aware of police presence due to 9-11 & Madrid
Signage	+ 7.4%	Platform electronic signs replaced, plus new extension stations
BART personnel helpful and courteous	+ 7.2%	AFC Renovation – lower incidence of ticket problems, Station Agent customer service training
Timely connection between trains	+ 7.2%	Re-implementation of timed meets at 12 <sup>th</sup> and MacArthur
Availability of seats on trains	+ 7.0%	More customers transfer between trains since SFO opening
Availability of car parking	+ 6.9%	Ridership down, more parking spaces due to new stations, plus monthly reserved parking program, parking controls and enforcement
On-time performance	+ 6.6%	Improved from 93% in FY02 Q1 to 94% in FY04 Q1, plus new train arrival audio announcements
Station cleanliness	+ 6.3%	New extension stations, and less restroom work due to security closures. Note: latest layoffs occurred 11/04, after this survey.
Information on service disruptions	+ 6.0%	Central pre-shift communication plans and post-shift audits
Timely bus connections	+ 6.0%	Possibly due to elimination of very low frequency routes
Bart.gov website	+ 5.9%	Added Pocket PC PDA trip planner, plus fresher home page content
Fare evasion enforcement	+ 5.9%	Impact of new faregate equipment - Less swing gate use
Appearance of landscaping	+ 5.5%	Simplified landscapes plus impact of new extension stations
Availability of bicycle parking	+ 5.4%	Increases in bike parking supply
Train interior kept free of graffiti	+ 5.4%	Zero tolerance program, security cameras and police follow-up
Appearance of train exterior	+ 5.1%	New train wash equipment plus Spare The Air train wraps
Train interior cleanliness	+ 5.0%	Elimination of older, brown car interiors plus end of line cleaning efforts/longer layovers
BART Police presence in stations	+ 4.9%	Increased customer awareness of police presence, plus highly visible West Oakland sweeps and BEST teams
Clarity of train P.A. announcements	+ 4.9%	More delay announcements from Central
Disability access	+ 4.7%	Renovation program – Elevator installation completed
Frequency of service	+ 4.7%	7.5 minute headways to South SF and San Bruno, plus SFO and Millbrae in the peak, plus restoration of timed meets in Oakland
Stations kept free of graffiti	+ 4.6%	Continued strong performance of graffiti vendor
Hours of operation	+ 4.1%	Better communication of post-midnight schedule in brochures

<sup>1</sup> The improvement/decline in mean rating was calculated by dividing the 2002 mean rating by the change in the mean between 2004 and 2002. For example, on the *reliability of ticket vending machines* rating, the 2004 mean was 5.41; the 2002 mean rating was 4.00. The difference between these two mean ratings is 1.41. So the calculation for the above table was 1.41 divided by 4.00 = 35.3%.



## 2004 BART Customer Satisfaction Study

<u>Service Characteristic</u>	<u>% Change Mean</u>	<u>Possible Causal Factors</u>
Elevator cleanliness	+ 4.0%	New extension stations, and less restroom work due to security closures. Note: latest layoffs occurred 11/04, after this survey.
Lighting in parking lots	+ 3.9%	17 stations relamped since 2002
Temperature aboard trains	+ 3.6%	HVAC improvements, plus milder weather last summer
No eating & drinking enforcement	+ 3.5%	Greater awareness of police presence
Personal security on BART	+ 3.5%	Greater awareness of police presence, security ads and announcements
BART Police presence on trains	+ 2.8%	Greater awareness of police presence, security posters
Maps and schedules availability	+ 2.8%	Agent performance, plus new brochure design is more visible
Comfort of seats on trains	+ 2.5%	Elimination of brown car interiors, plus more frequent replacement of cushions
No smoking policy enforcement	+ 1.4%	Greater awareness of police presence and less tolerance for smoking in public
Noise level on trains	- 1.1%	Slight reduction in rail grinding due to equipment issues, plus increased rail grinding needs due to SFO Ext service levels.

## **QUADRANT ANALYSIS**

The Quadrant Chart on the opposite page is designed to help set priorities for future initiatives to improve customer satisfaction. This chart quantifies how important each service characteristic appears to be from a customer's perspective (using the vertical axis), and shows the average customer's rating for each characteristic (using the horizontal axis). For a more detailed description of how this chart is derived, see Appendix G. Note that in addition to the 2004 Quadrant Chart we have included the 2002 Quadrant Chart for your reference.

Two vertical axes are shown, one a solid line and the other a dashed line. The solid vertical axis crosses the horizontal axis at the average (mean) performance rating from the original survey in 1996. This vertical axis has remained in this location in all subsequent surveys so that Quadrant Charts can easily be compared year-to-year.

The "Target Issues" quadrant identifies those service characteristics which appear to be most important, but which are rated relatively low by BART riders. Based on the solid vertical axis used since 1996, the target issues include only 2 items:

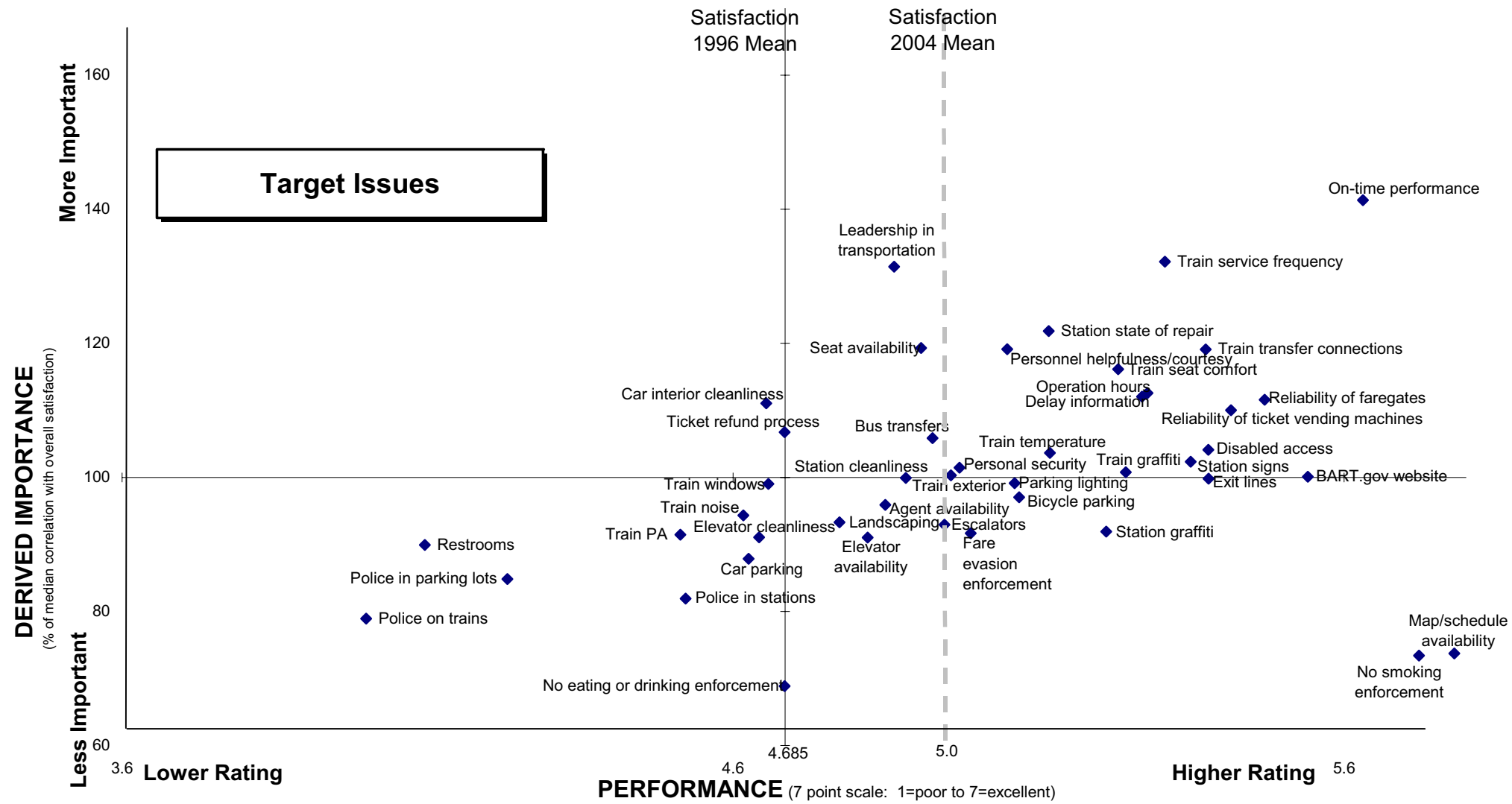
- Car interior cleanliness
- Ticket refund process

Given that only 2 items remain in the Target Issues Quadrant, the District may want to consider "raising the bar" and resetting the vertical axis to the average (mean) performance level in 2004, which is 5.0. This is represented by the dashed line in the quadrant chart. Using this 2004 axis results in six additional service characteristics that BART may wish to target in the future. These are:

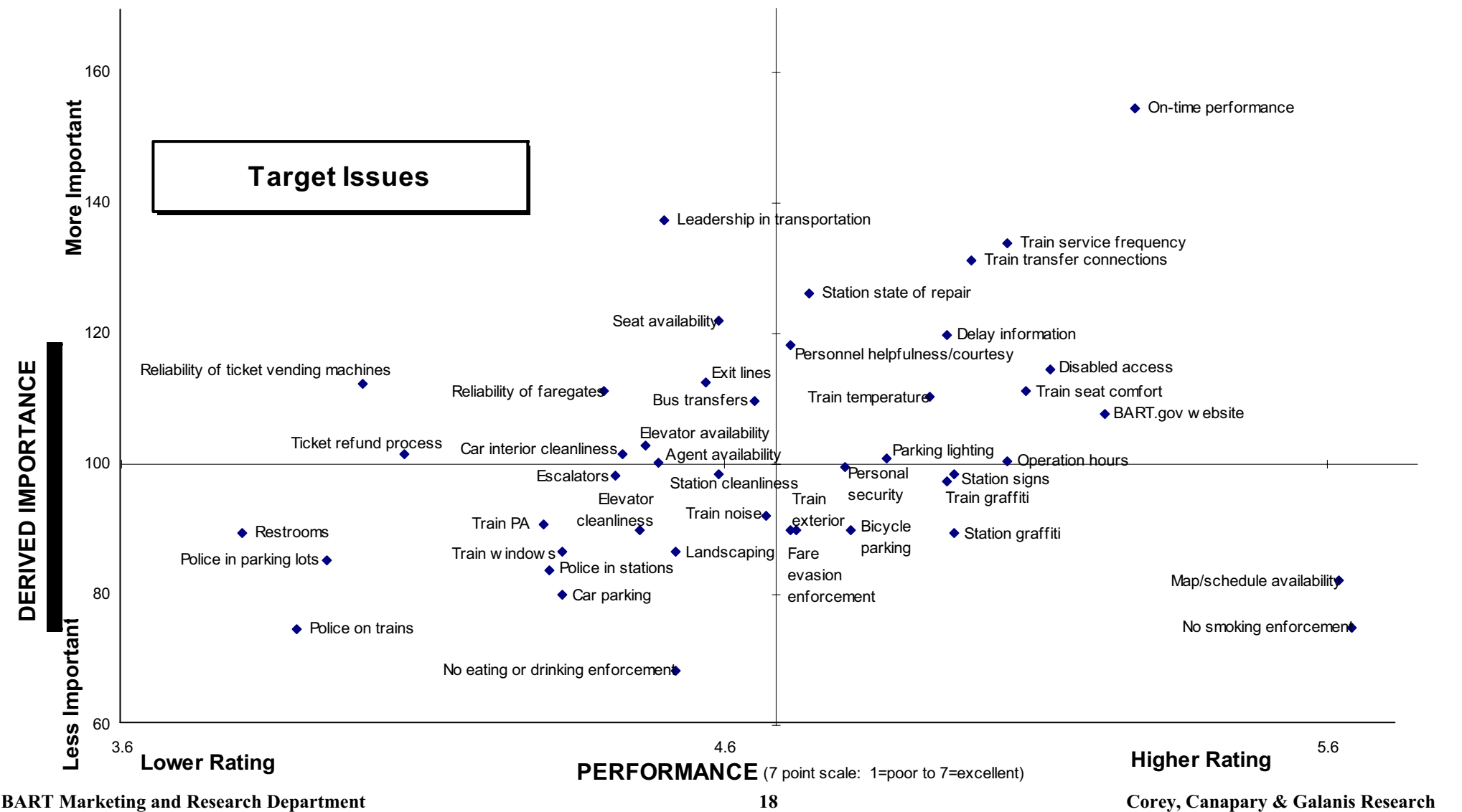
- Leadership in transportation
- Seat availability
- Station cleanliness
- Bus transfers
- Train exterior
- Personal security

Whether these additional issues can be targeted is a question of resources and tradeoffs. Just maintaining the performance of the items in the top right quadrant will require significant resources and resolve given current fiscal challenges.

# Quadrant Chart 2004



# Quadrant Chart 2002



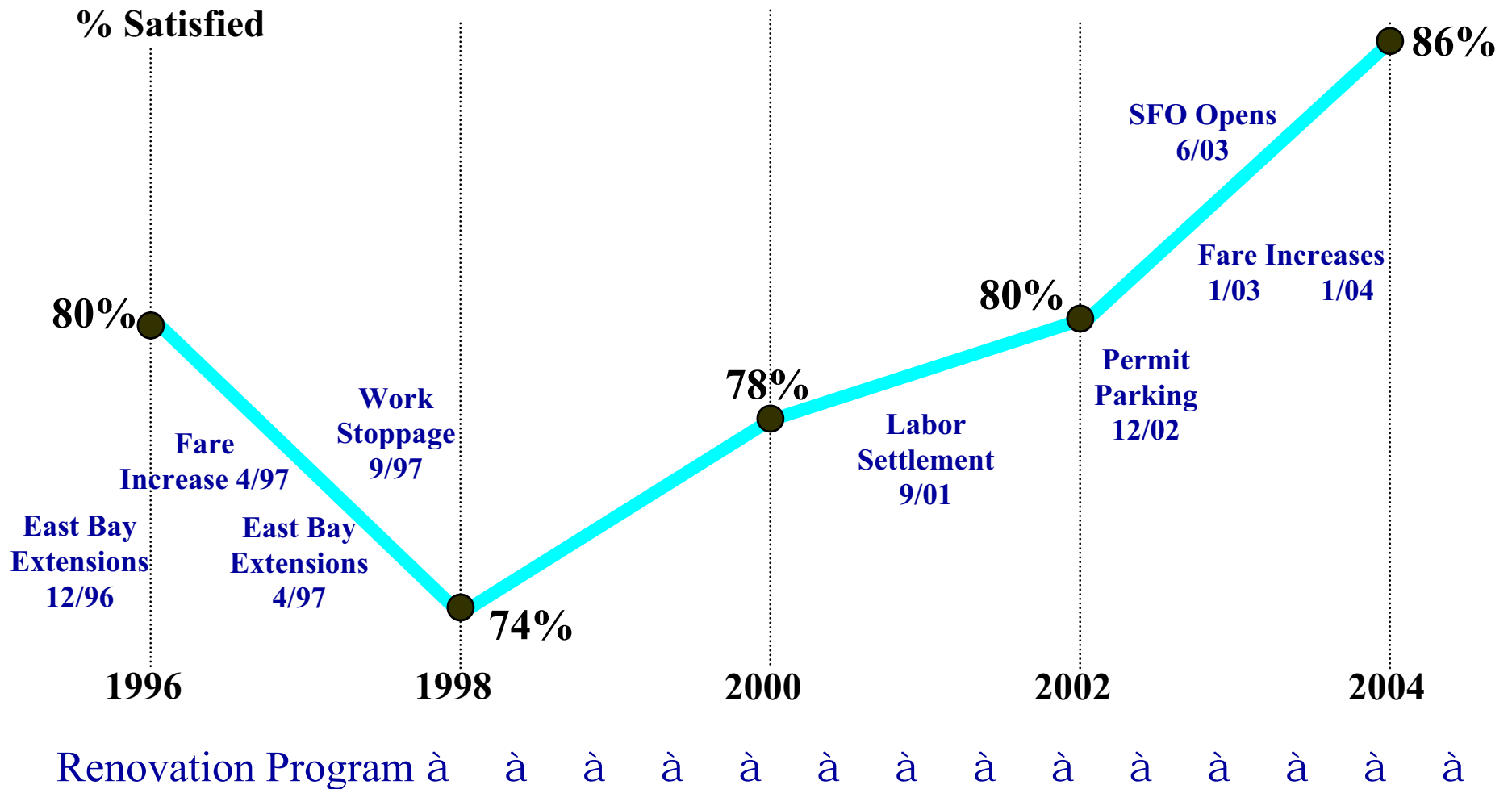
**SATISFACTION TRENDS**

The chart on the opposite page shows the overall satisfaction ratings recorded since the first BART Customer Satisfaction Survey in 1996. The chart is further annotated to show some significant factors impacting customer perceptions and use of BART.

In 1996, 80% of customers were satisfied with BART. Two years later customer satisfaction had dropped to a low of 74%. The events most likely to influence customer satisfaction, which took place in between the two surveys, were a fare increase, a work stoppage and the opening of East Bay extensions. Also, the effects of the renovation program began to be felt during this period. Customer satisfaction is likely to suffer at the beginning of a renovation program because as cars, escalators and elevators are taken off-line service is impacted.

By 2002 customer satisfaction was back up to 80%. Since 2002 there have been two fare increases, the extension to the San Francisco airport opened, permit parking was introduced and the renovation program was completed. Currently customer satisfaction is at an all time high of 86%.

# SATISFACTION TRENDS



**Appendix A:  
Questionnaire**

# BART SURVEY & CONTEST

Please complete this survey. Unless otherwise stated, your answers should refer to your overall BART experience. Please hand completed survey back to the survey coordinator. If necessary, you can also mail the survey to:

BART, Marketing and  
Research Department  
P.O. Box 12688,  
Oakland, CA 94604-2688.

September 2004



## GRAND PRIZE: Trip to Maui

4-night trip to Maui, including air transportation and lodging for two at **Castle Kamaole Sands**, courtesy of **Aloha Airlines** and **Castle Resorts & Hotels**. Other prizes include BART tickets and souvenirs.

### USAGE OF BART

1. Which BART station did you enter before boarding this train?

(Entry Station)

(11-12)

2. What time did you enter the BART system for this trip?

AM

PM

- 1 ☐ Before 6am  
2 ☐ 6am - 9am  
3 ☐ 9am - 12 noon  
4 ☐ 12 noon - 4pm  
5 ☐ 4pm - 7pm  
6 ☐ After 7pm

(13)

3. At which BART station will you exit the system?

(Exit Station)

(14-15)

4. Are you transferring between BART trains on this trip?

- 1 ☐ No 2 ☐ Yes

(16)

5. What is the purpose of this trip? (check one)

- 1 ☐ Commute to/from work  
2 ☐ School  
3 ☐ Airport  
4 ☐ Sports event  
5 ☐ Visit friends/family  
6 ☐ Medical/Dental  
7 ☐ Shopping  
8 ☐ Restaurant  
9 ☐ Theater or Concert  
0 ☐ Other: \_\_\_\_\_

(17-18)

6. What other type of transportation could you have used instead of BART for your trip today? (Check your one best option)

- 1 ☐ BART is my only option  
2 ☐ Bus or other transit  
3 ☐ Drive alone to my destination & park  
4 ☐ Carpool  
5 ☐ Other: \_\_\_\_\_

(19)

7. How did you travel between home and BART today?

- 1 ☐ Walked  
2 ☐ Bicycle  
3 ☐ Bus/Transit  
4 ☐ Drove alone  
5 ☐ Carpooled  
6 ☐ Dropped off  
7 ☐ Other: \_\_\_\_\_

(20)

8. Where did you park?

(21)

- 1 ☐ In BART lot  
2 ☐ Off-site

9. What fee, if any, did you pay?

(22)

- 1 ☐ No fee  
2 ☐ Hourly fee  
3 ☐ Daily fee  
4 ☐ Monthly fee

10. How long have you been riding BART?

- 1 ☐ 6 months or less  
2 ☐ More than 6 months but less than 1 year  
3 ☐ 1 - 2 years  
4 ☐ 3 - 5 years  
5 ☐ More than 5 years

(23)

11. How often do you CURRENTLY ride BART? (check one)

- 1 ☐ 6 - 7 days a week  
2 ☐ 5 days a week  
3 ☐ 3 - 4 days a week  
4 ☐ 1 - 2 days a week  
5 ☐ 1 - 3 days a month  
6 ☐ less than once a month

(25-26)

about how many times a year? \_\_\_\_\_

### OPINION OF BART

12. Overall, how satisfied are you with the services provided by BART?

- 5 ☐ Very Satisfied  
4 ☐ Somewhat Satisfied  
3 ☐ Neutral  
2 ☐ Somewhat Dissatisfied  
1 ☐ Very Dissatisfied

(27)

13. Would you recommend using BART to a friend or out-of-town guest?

- 5 ☐ Definitely  
4 ☐ Probably  
3 ☐ Might or might not  
2 ☐ Probably not  
1 ☐ Definitely not

(28)

14. To what extent do you agree with the following statement: "BART is a good value for the money."

- 5 ☐ Agree Strongly  
4 ☐ Agree Somewhat  
3 ☐ Neutral  
2 ☐ Disagree Somewhat  
1 ☐ Disagree Strongly

(29)

### ABOUT YOURSELF

15. After you boarded the train for this trip, did you stand because seating was unavailable?

- 1 ☐ No 2 ☐ Yes

(30)

How long did you stand?

- 1 ☐ For whole trip  
2 ☐ For most of trip  
3 ☐ For small part of trip

(31)

16. What is your race or ethnic identification? (check one or more)

- 1 ☐ White  
2 ☐ Black/African American  
3 ☐ Asian or Pacific Islander  
4 ☐ Native American or Alaska Native  
5 ☐ Other: \_\_\_\_\_

(32)

Are you of  
Spanish, Hispanic or  
Latino ancestry?

- 1 ☐ No  
2 ☐ Yes

(33)

(Categories are consistent with the 2000 U.S. Census)

17. Gender: 1 ☐ Male 2 ☐ Female

(34)

18. Do you currently use discounted tickets?

- 1 ☐ No 2 ☐ Yes

(35)

Which ticket? (check one)

- 1 ☐ Child (Red)  
2 ☐ Senior (Green)  
3 ☐ Student (Orange)  
4 ☐ High Value (\$32, \$48 or \$64)  
5 ☐ Disabled (Red)  
6 ☐ BART Plus  
7 ☐ Muni Fast Pass  
8 ☐ TransLink  
9 ☐ Other: \_\_\_\_\_

(36)

19. Age: 1 ☐ 12 or younger

2 ☐ 13 - 17

3 ☐ 18 - 24

4 ☐ 25 - 34

5 ☐ 35 - 44

6 ☐ 45 - 64

7 ☐ 65 and older

(37)

20. What is the total annual income of your household before taxes?

- 1 ☐ \$15,000 or less  
2 ☐ \$15,001 - \$30,000  
3 ☐ \$30,001 - \$45,000  
4 ☐ \$45,001 - \$60,000  
5 ☐ \$60,001 - \$75,000  
6 ☐ \$75,001 - \$100,000  
7 ☐ \$100,001 - \$150,000  
8 ☐ \$150,001 and over

(38)



# RATING BART

21. Help us improve service. Please rate BART on each of the following characteristics. "7" (excellent) is the highest rating you can give. "1" (poor) is the lowest rating you can give. Of course, you can use any number in between. Skip only categories that do not apply to you.

## OVERALL RATING

OVERALL RATING	POOR						EXCELLENT	
On-time performance of trains	1	2	3	4	5	6	7	(39)
Hours of operation	1	2	3	4	5	6	7	
Frequency of train service	1	2	3	4	5	6	7	
Availability of maps and schedules	1	2	3	4	5	6	7	
Timely information about service disruptions	1	2	3	4	5	6	7	
Timeliness of connections between BART trains	1	2	3	4	5	6	7	
Timeliness of connections with buses	1	2	3	4	5	6	7	
Availability of car parking	1	2	3	4	5	6	7	
Availability of bicycle parking	1	2	3	4	5	6	7	
Lighting in parking lots	1	2	3	4	5	6	7	
Helpfulness and courtesy of BART personnel	1	2	3	4	5	6	7	
Access for people with disabilities	1	2	3	4	5	6	7	
Enforcement against fare evasion	1	2	3	4	5	6	7	
Enforcement of no smoking policy	1	2	3	4	5	6	7	
Enforcement of no eating and drinking policy	1	2	3	4	5	6	7	
Personal security in the BART system	1	2	3	4	5	6	7	
Leadership in solving regional transportation problems	1	2	3	4	5	6	7	
Bart.gov website	1	2	3	4	5	6	7	(56)

## BART STATION RATING

Length of lines at exit gates	1	2	3	4	5	6	7	(57)
Reliability of ticket vending machines	1	2	3	4	5	6	7	
Reliability of faregates	1	2	3	4	5	6	7	
Process for receiving ticket refunds	1	2	3	4	5	6	7	
Escalator availability and reliability	1	2	3	4	5	6	7	
Elevator availability and reliability	1	2	3	4	5	6	7	
Presence of BART Police in stations	1	2	3	4	5	6	7	
Presence of BART Police in parking lots	1	2	3	4	5	6	7	
Availability of Station Agents	1	2	3	4	5	6	7	
Appearance of landscaping	1	2	3	4	5	6	7	
Stations kept free of graffiti	1	2	3	4	5	6	7	
Station cleanliness	1	2	3	4	5	6	7	
Restroom cleanliness	1	2	3	4	5	6	7	
Elevator cleanliness	1	2	3	4	5	6	7	
Signs with transfer / platform / exit directions	1	2	3	4	5	6	7	
Overall condition / state of repair	1	2	3	4	5	6	7	(72)

## BART TRAIN RATING

Availability of seats on trains	1	2	3	4	5	6	7	(73)
Comfort of seats on trains	1	2	3	4	5	6	7	
Comfortable temperature aboard trains	1	2	3	4	5	6	7	
Noise level on trains	1	2	3	4	5	6	7	
Clarity of public address announcements	1	2	3	4	5	6	7	
Presence of BART Police on trains	1	2	3	4	5	6	7	
Appearance of train exterior	1	2	3	4	5	6	7	
Condition / cleanliness of windows on trains	1	2	3	4	5	6	7	
Train interior kept free of graffiti	1	2	3	4	5	6	7	
Train interior cleanliness	1	2	3	4	5	6	7	(82)

## BART BIKE POLICY

22. Bicycles are currently allowed on-board all BART trains except peak period trains highlighted on the BART schedule. Do you feel this policy provides adequate access for bicyclists, goes too far, or does not go far enough to accommodate bicyclists?

1 ☐ Provides adequate access    2 ☐ Goes too far    3 ☐ Does not go far enough    4 ☐ Don't know    (83)

PLEASE TELL US WHAT WE CAN DO TO SERVE YOU BETTER / OTHER COMMENTS:

 **To enter the contest, enter your name and contact information below:** 

Name: \_\_\_\_\_ Home telephone number: ( \_\_\_\_\_ ) \_\_\_\_\_

E-mail address: \_\_\_\_\_

May we contact you in the future to ask your opinion about BART service? ☐ Yes ☐ No  
Would you like to sign up for MyBART, BART's free e-mail entertainment discount program? ☐ Yes ☐ No

**Contest Rules:** No purchase necessary. You may enter more than once. Any mailed entries must be received at BART headquarters by October 31, 2004. Winners will be chosen by a random drawing. Need not be present to win. Entries valid only on official survey form. Survey team members and their families and BART employees and their families are not eligible to enter. Prizes are non-transferrable and cannot be substituted for cash. All federal, state and local regulations apply. Any and all expenses not specifically mentioned are the sole responsibility of the winner, including and not limited to ground transportation, all meals, alcoholic beverages, taxes, incidentals, and gratuities. In case of minors, prizes must be accepted by parent or legal guardian. Prize winners must meet all eligibility requirements. Awarding of prizes subject to entrant verification. Grand prize trip must be taken by October 31, 2005 (subject to blackouts and availability).

## **Appendix B: Complete Tabulations**

Note: Percentages were rounded up at the .5% level (i.e. if .5% or above the percentage was rounded up, if .4% or below the percentage was rounded down). In rare instances, when the column added to more or less than 100%, additional statistical rounding was accomplished to achieve an even 100%.

**TIME ENTERED THE BART SYSTEM FOR THIS TRIP**

2. What time did you enter the BART system for this trip?

The following time distribution includes both weekday and weekend survey periods.

	----- Total -----		
	'00	'02	'04
Base: (All Respondents)	5442	5507	6142
	%	%	%
<b>AM</b>			
Before 6am	5	3	3
6am – 9am	23	24	21
9am – 12 noon	15	15	16
<b>PM</b>			
12 noon – 4pm	15	14	15
4pm – 7pm	32	35	35
After 7pm	9	8	10
DK/NA	<u>1</u>	<u>1</u>	<u>*</u>
	100	100	100

\* Less than 1%

## BART STATION ENTERED AND EXITED

The following charts show BART stations entered by survey participants and BART stations at which they will exit

1. Which BART station did you enter before boarding this train?
3. At which BART station will you exit the system?

The following charts show BART stations entered by survey participants and BART stations at which they will exit.

	STATION ENTERED September 2004	STATION EXITED September 2004
BASE: (All Respondents)	6142	6142
	%	%
<b>EAST BAY</b>	<b>51</b>	<b>48</b>
RICHMOND	1	1
EL CERRITO DEL NORTE	2	2
EL CERRITO PLAZA	1	1
EL CERRITO (unspecified)	*	*
NORTH BERKELEY	1	2
BERKELEY	3	4
ASHBY	1	1
MACARTHUR	2	2
19 <sup>TH</sup> STREET	2	2
12 <sup>TH</sup> STREET	3	2
LAKE MERRITT	2	2
FRUITVALE	2	2
COLISEUM	2	3
SAN LEANDRO	2	1
BAY FAIR	2	2
HAYWARD	2	2
SOUTH HAYWARD	1	1
UNION CITY	2	2
FREMONT	3	3
CONCORD	2	1
PLEASANT HILL	2	1
WALNUT CREEK	2	2
LAFAYETTE	1	1
ORINDA	1	1
ROCKRIDGE	1	2
WEST OAKLAND	2	1
NORTH CONCORD/MARTINEZ	1	*
OAKLAND/EAST BAY (unspecified)	*	*
CASTRO VALLEY	1	1
DUBLIN/PLEASANTON	3	2
PITTSBURG/BAY POINT	1	1

\* Less than 1%

**2004 BART Customer Satisfaction Study**

**BART STATION ENTERED AND EXITED (continued)**

	STATION ENTERED September 2004	STATION EXITED September 2004
BASE: (All Respondents)	6142	6142
	%	%
<b>WEST BAY</b>	<b>45</b>	<b>46</b>
EMBARCADERO	9	9
MONTGOMERY	8	7
POWELL	7	7
CIVIC CENTER	6	5
16 <sup>TH</sup> STREET	2	2
24 <sup>TH</sup> STREET	2	3
GLEN PARK	2	2
BALBOA PARK	2	3
DALY CITY	2	3
COLMA	1	1
SOUTH SAN FRANCISCO	1	1
SAN BRUNO	*	1
SFO	2	1
MILLBRAE	1	1
SF/WEST BAY (unspecified)	*	*
<b>DK/NA/OTHER/UNDETERMINED</b>	<b>4</b>	<b>6</b>
	100	100

\* Less than 1%

## TRANSFERRING

## 4. Are you transferring between BART trains on this trip?

- About one in five indicate that they are transferring between BART trains on this trip.
- Transferring, as on previous studies, is more prevalent on weekends and during off-peak hours.

	----- Total -----		
	'00	'02	'04
Base: (All Respondents)	5442	5507	6142
	%	%	%
Yes	18	20	21
No	80	79	78
Don't Know/No Answer	<u>2</u>	<u>1</u>	<u>1</u>
	100	100	100

	---- Peak ----			-- Off-Peak --			-- Weekend --		
	'00	'02	'04	'00	'02	'04	'00	'02	'04
Base: (All Respondents)	2738	2762	2990	1972	1994	2249	731	752	903
	%	%	%	%	%	%	%	%	%
Yes	14	15	17	22	23	24	26	25	28
No	85	84	82	77	75	74	72	73	70
Don't Know/No Answer	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>
	100	100	100	100	100	100	100	100	100

## TRIP PURPOSE

## 5. What is the purpose of this trip?

- While still the major reason riders utilize BART, the share of passengers commuting to or from work is slightly less than on previous measurements.

	----- Total -----		
	'00	'02	'04
Base: (All Respondents)	5442	5507	6142
	%	%	%
Commute to/from Work	65	61	56
School	8	9	9
Visit Family/Friends	6	8	8
Theater or Concert	2	4	5
Shopping	4	3	4
Sports Event	3	2	4
Airport	1	1	3
Medical/Dental	1	2	1
Restaurant	1	1	1
Other Business	1	1	1
Personal Business	xx	*	1
Other	4	4	3
More than One Purpose	2	3	2
Don't Know/No Answer	<u>2</u>	<u>1</u>	<u>2</u>
	100	100	100

	---- Peak ----			-- Off-Peak --			-- Weekend --		
	'00	'02	'04	'00	'02	'04	'00	'02	'04
Base: (All Respondents)	2738	2762	2990	1972	1994	2249	731	752	903
	%	%	%	%	%	%	%	%	%
Commute to/from Work	82	78	73	59	54	48	22	20	18
School	6	7	7	12	13	14	4	5	4
Visit Family/Friends	3	4	4	5	9	8	18	17	18
Theater or Concert	*	2	3	2	2	5	8	16	14
Shopping	1	1	2	3	4	4	13	10	11
Sports Event	1	*	2	1	1	2	11	10	15
Airport	1	*	2	1	1	4	2	2	4
Medical/Dental	1	1	*	3	3	2	1	1	1
Restaurant	*	1	1	2	1	2	3	3	2
Other Business	*	1	*	1	2	2	1	*	1
Personal Business	xx	*	*	xx	1	1	xx	1	1
Other	2	2	2	5	4	4	10	9	5
More than One Purpose	1	2	2	3	4	2	3	4	4
Don't Know/No Answer	<u>2</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>1</u>	<u>2</u>	<u>4</u>	<u>2</u>	<u>2</u>
	100	100	100	100	100	100	100	100	100

\* Less than 1%

xx = Not broken out for survey period.

**OTHER MODE COULD HAVE UTILIZED**

6. What other type of transportation could you have used instead of BART for your trip today?

- Slightly more than one in five consider BART their only transportation option for today's trip.
- A majority could have driven (by self or in carpool) instead of taking BART.
- About three in ten could have utilized a bus or other forms of public transit.

	----- Total -----		
	'00	'02	'04
Base: (All Respondents)	5442	5507	6142
	%	%	%

Drive Alone to my destination and Park	44	41	43
Bus or Other Transit	29	33	29
BART is My Only Option	20	22	22
Carpool	12	13	12
Other	2	3	3
Don't Know/No Answer	1	1	1

	---- Peak ----			-- Off-Peak --			-- Weekend --		
	'00	'02	'04	'00	'02	'04	'00	'02	'04
Base: (All Respondents)	2738	2762	2990	1972	1994	2249	731	752	903
	%	%	%	%	%	%	%	%	%

Drive Alone to my destination and Park	46	43	48	43	40	39	38	37	40
Bus or Other Transit	28	33	28	30	34	31	28	27	28
BART is My Only Option	18	20	21	21	23	23	21	24	21
Carpool	12	14	12	11	11	11	14	15	14
Other	1	3	2	3	3	4	2	4	3
Don't Know/No Answer	1	1	1	1	2	1	2	1	2

Note: Although not asked for, multiple mentions were accepted.



## HOW TRAVELED BETWEEN HOME AND BART

## 7. How did you travel between home and BART today?

- Over a third drove alone to BART. An additional ten percent were dropped off and seven percent utilized a carpool.
- About one in six traveled on a bus or another form of public transit.
- About one in four walked, while two in one hundred rode a bike from home to BART.

	----- Total -----		
	'00	'02	'04
Base: (All Respondents)	5442	5507	6142
	%	%	%
Drove Alone	35	33	36
Walked	26	27	26
Bus/Transit	19	18	17
Dropped Off	9	10	10
Carpooled	7	7	7
Biked	3	3	2
Other/Combo/DK/NA	<u>1</u>	<u>2</u>	<u>2</u>
	100	100	100

	---- Peak ----			-- Off-Peak --			-- Weekend --		
	'00	'02	'04	'00	'02	'04	'00	'02	'04
Base: (All Respondents)	2738	2762	2990	1972	1994	2249	731	752	903
	%	%	%	%	%	%	%	%	%
Drove Alone	42	39	42	30	29	30	21	23	27
Walked	21	23	23	30	31	31	30	29	28
Bus/Transit	18	17	15	20	20	19	18	18	16
Dropped Off	9	10	11	8	9	9	10	8	9
Carpooled	6	6	6	6	6	5	14	16	14
Biked	2	3	2	4	2	3	3	2	2
Other/Combo/DK/NA	<u>2</u>	<u>2</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>3</u>	<u>4</u>	<u>4</u>	<u>4</u>
	100	100	100	100	100	100	100	100	100

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## WHERE PARKED/FEE

8. Where did you park?  
9. What fee, if any, did you pay?

- About three in four of those who drove alone or carpooled to BART parked in the BART parking lot.
- Most did not pay a parking fee.

	----- Total -----						
	'02		'04				
Base: (Drove/Carpooled)	2233		2611				
	%		%				
Parked:							
In BART Lot	78		74				
Off-site	16		18				
DK/NA	<u>6</u>		<u>8</u>				
	100		100				
Fee:							
No fee	76		67				
Hourly Fee	1		1				
Daily fee	2		6				
Monthly Fee	1		7				
DK/NA	<u>20</u>		<u>19</u>				
	100		100				
	---- Peak ----		-- Off-Peak --		-- Weekend --		
	'02	'04	'02	'04	'02	'04	
Base: (Drove/Carpooled)	1248	1436	696	805	289	370	
	%	%	%	%	%	%	
Parked:							
In BART Lot	77	76	76	69	86	80	
Off-site	18	17	16	22	8	10	
DK/NA	<u>5</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>6</u>	<u>10</u>	
	100	100	100	100	100	100	
Fee:							
No fee	77	67	72	64	78	73	
Hourly Fee	*	1	1	2	1	1	
Daily fee	3	6	2	8	2	4	
Monthly Fee	1	8	2	6	*	1	
DK/NA	<u>19</u>	<u>18</u>	<u>23</u>	<u>20</u>	<u>19</u>	<u>21</u>	
	100	100	100	100	100	100	

\* Less than 1%

## LENGTH OF TIME A BART CUSTOMERS

## 10. How long have you been riding BART?

- About half have been riding BART for more than five years.
- About one in five have been riding less than a year.

	----- Total -----			
	'00	'02	'04	
Base: (All Respondents)	5442	5507	6142	
	%	%	%	
Six Months or Less	17	14	16	
More than Six Months but				
Less than a Year	8	5	5	<i>Less than a Year = 21%</i>
1 – 2 Years	15	16	13	
3 – 5 Years	16	16	17	
More than 5 Years	43	48	48	<i>More than 5 Years = 48%</i>
Don't Know/No Answer	<u>1</u>	<u>1</u>	<u>1</u>	
	100	100	100	

	---- Peak ----			-- Off-Peak --			-- Weekend --		
	'00	'02	'04	'00	'02	'04	'00	'02	'04
Base: (All Respondents)	2738	2762	2990	1972	1994	2249	731	752	903
	%	%	%	%	%	%	%	%	%
Six Months or Less	17	11	14	17	15	16	20	19	19
More than Six Months but									
Less than a Year	9	5	6	7	5	5	5	4	3
1 – 2 Years	16	18	14	15	16	13	13	13	13
3 – 5 Years	17	17	18	16	16	17	14	14	16
More than 5 Years	41	49	48	44	47	48	47	48	48
Don't Know/No Answer	<u>*</u>	<u>*</u>	<u>*</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>2</u>	<u>1</u>
	100	100	100	100	100	100	100	100	100

\* Less than 1%

## FREQUENCY OF RIDING BART

## 11. How often do you CURRENTLY ride BART?

- Over half indicate that they ride BART five or more days a week. Among peak hour riders this statistic is 68%.

	----- Total -----			
	'00	'02	'04	
Base: (All Respondents)	5442	5507	6142	
	%	%	%	
5 or More Days a Week	62	62	56	
3 – 4 Days a Week	14	14	15	
1 – 2 Days a Week	8	8	9	At least Once a Week = 80%
1, 2, 3 Days a Month	8	8	9	
Less than Once a Month	7	7	10	
Don't Know/No Answer	<u>1</u>	<u>1</u>	<u>1</u>	
	100	100	100	

	---- Peak ----			-- Off-Peak --			-- Weekend --		
	'00	'02	'04	'00	'02	'04	'00	'02	'04
Base: (All Respondents)	2738	2762	2990	1972	1994	2249	731	752	903
	%	%	%	%	%	%	%	%	%
5 or More Days a Week	73	73	68	58	58	52	35	32	28
3 – 4 Days a Week	13	13	13	16	17	17	10	12	10
1 – 2 Days a Week	5	6	7	9	9	9	12	12	14
1, 2, 3 Days a Month	5	4	6	9	8	10	19	19	21
Less than Once a Month	3	4	5	7	7	11	20	23	26
Don't Know/No Answer	<u>1</u>	<u>*</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>4</u>	<u>2</u>	<u>1</u>
	100	100	100	100	100	100	100	100	100

\* Less than 1%

## OVERALL SATISFACTION WITH BART

12. Overall, how satisfied are you with the services provided by BART?

- Overall satisfaction has increased significantly since the 2002 measurement. Currently, 86% state that they are very or somewhat satisfied with the services provided by BART. In 2002 this statistic was 80%.
- Conversely, only 4% indicate that they are very or somewhat dissatisfied with BART. Two years ago, this statistic was 9%.

	----- Total -----			
	'00	'02	'04	
Base: (All Respondents)	5442	5507	6142	
	%	%	%	
Very Satisfied	35	35	46	
Somewhat Satisfied	43	44	40	<i>Very or Somewhat Satisfied = 86%</i>
Neutral	12	11	9	
Somewhat Dissatisfied	8	7	3	
Very Dissatisfied	2	2	1	
Don't Know/No Answer	*	<u>1</u>	<u>1</u>	
	100	100	100	
MEAN: (5 point scale)	4.02	4.06	4.28	

	---- Peak ----			-- Off-Peak --			-- Weekend --		
	'00	'02	'04	'00	'02	'04	'00	'02	'04
Base: (All Respondents)	2738	2762	2990	1972	1994	2249	731	752	903
	%	%	%	%	%	%	%	%	%
Very Satisfied	31	31	45	36	38	46	43	45	51
Somewhat Satisfied	46	48	42	43	42	39	37	39	35
Neutral	11	11	9	12	12	10	12	10	9
Somewhat Dissatisfied	9	8	3	7	5	3	6	4	3
Very Dissatisfied	2	2	1	1	2	1	1	1	1
Don't Know/No Answer	<u>1</u>	*	*	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>
	100	100	100	100	100	100	100	100	100
MEAN: (5 point scale)	3.95	3.98	4.27	4.07	4.09	4.28	4.16	4.25	4.33

\* Less than 1%

**2004 BART Customer Satisfaction Study**

**OVERALL SATISFACTION WITH BART (continued)**

GROUP	BASE #	-----read % across-----				MEAN (5 point scale)
		Satisfied %	Neutral %	Dissatisfied %	NA %	
<u>TOTAL 2004</u>	(6142)	86	9	4	1	4.28
<u>By Frequency of Riding BART</u>						
3 or More Days a Week	(4349)	86	9	5	*	4.26
Less Frequently but at Least Monthly	(1112)	87	9	3	1	4.31
Less often	(625)	86	11	3	*	4.38
<u>By Gender</u>						
Male	(2876)	86	10	4	*	4.28
Female	(3059)	87	9	4	*	4.30
<u>By Age</u>						
13 – 34	(2888)	84	12	4	*	4.21
35 – 64	(2900)	89	7	4	*	4.34
65 & Older	(234)	95	4	1	*	4.60
<u>By Standing because Seating Not Available</u>						
Yes	(1165)	82	10	7	1	4.16
No	(4885)	88	9	3	*	4.31
<u>By Ethnicity</u>						
White	(2721)	90	6	4	*	4.34
Black/African Amer.	(713)	85	12	3	*	4.30
Asian/Pac. Islander	(1600)	85	12	3	*	4.24
<u>By Spanish, Hispanic, Latino Ancestry</u>						
Yes	(881)	85	10	4	1	4.32
No	(5261)	86	9	4	1	4.28
<u>By Transfer on Trip</u>						
Yes	(1302)	84	11	4	1	4.25
No	(4757)	87	9	4	*	4.29
<u>By Disabled Ticket</u>						
Used	(117)	82	12	4	2	4.31

\* Less than 1%

**2004 BART Customer Satisfaction Study**

**OVERALL SATISFACTION WITH BART (continued)**

GROUP	BASE #	-----read % across-----				MEAN  (5 point scale)
		Satisfied %	Neutral %	Dissatisfied %	NA %	
<u>TOTAL 2004</u>	(6142)	86	9	4	1	4.28
<u>By Trip Purpose</u>						
Commute to Work	(3429)	87	9	4	*	4.26
School	(558)	80	13	6	1	4.15
Shopping	(240)	86	12	1	1	4.38
Medical/Dental	(63)	88	8	4	-	4.33
Airport	(170)	91	6	3	-	4.33
Sports Event	(239)	86	11	3	-	4.34
Visit Friends/Family	(472)	88	8	3	1	4.41
Restaurant	(79)	90	8	2	-	4.51
Theater/Concert	(321)	88	8	3	1	4.35
<u>By Access Mode</u>						
Walk	(1619)	88	9	3	*	4.32
Bike	(138)	80	11	8	1	4.05
Bus/Transit	(1013)	86	10	4	*	4.31
Drive Alone	(2197)	86	9	4	1	4.26
Carpool	(414)	83	10	7	*	4.24
Dropped Off	(622)	87	9	4	*	4.28
<u>By Household Income</u>						
\$15,000 or Less	(806)	80	14	5	1	4.23
\$15,001- \$30,000	(739)	88	9	3	-	4.33
\$30,001 - \$45,000	(748)	84	12	4	*	4.24
\$45,001 - \$60,000	(741)	86	10	4	*	4.27
\$60,001 - \$75,000	(577)	89	7	4	*	4.33
\$75,000 - \$100,000	(718)	87	8	5	*	4.23
\$100,001 and over	(1240)	91	6	3	*	4.35
<u>By How Long Riding BART</u>						
6 Months or Less	(955)	86	12	2	*	4.35
6 Months – One Year	(322)	89	8	3	*	4.31
One – Two Years	(824)	88	8	4	*	4.31
Three – Five Years	(1060)	84	11	5	*	4.19
More than Five Years	(2944)	87	9	4	*	4.28

\* Less than 1%

**2004 BART Customer Satisfaction Study**

**OVERALL SATISFACTION WITH BART (continued)**

GROUP	BASE #	-----read % across-----				MEAN  (5 point scale)
		Satisfied %	Neutral %	Dissatisfied %	NA %	
<u>TOTAL 2004</u>	(6142)	86	9	4	1	4.28
<u>By Other Mode Could Have Used For Trip</u>						
BART Only Option	(1351)	86	10	4	*	4.32
Bus/Other Transit	(1782)	87	9	4	*	4.27
Drive Alone	(2668)	88	8	4	*	4.29
Carpool	(728)	81	12	7	*	4.12
<u>By BART Recommendation</u>						
Definitely/Probably	(5710)	90	8	2	*	4.37
Might/Might Not	(309)	33	39	28	-	3.08
Definitely/Probably Not	(76)	29	19	52	-	2.67
<u>By Statement : BART is Good Value for Money</u>						
Agree	(4111)	95	4	1	*	4.51
Neutral	(1069)	75	22	3	*	4.01
Disagree	(889)	62	20	18	*	3.58

\* Less than 1%



## PRIDE IN BART

13. Would you recommend using BART to a friend or out-of-town guest?

- Over nine in ten (93%) would definitely or probably recommend using BART to a friend or out-of-town guest. This represents an increase of three percentage points since 2002.

	----- Total -----			
	'00	'02	'04	
Base: (All Respondents)	5442	5507	6142	
	%	%	%	
Definitely	60	62	70	<b>Definitely or Probably = 93%</b>
Probably	30	28	23	
Might or Might Not	7	8	5	
Probably Not	2	1	1	
Definitely Not	1	*	*	
Don't Know/No Answer	<u>1</u>	<u>1</u>	<u>1</u>	
	100	100	100	

	---- Peak ----			-- Off-Peak --			-- Weekend --		
	'00	'02	'04	'00	'02	'04	'00	'02	'04
Base: (All Respondents)	2738	2762	2990	1972	1994	2249	731	752	903
	%	%	%	%	%	%	%	%	%
Definitely	56	60	70	63	61	70	65	70	74
Probably	32	29	23	27	29	23	28	22	20
Might or Might Not	8	9	5	7	6	5	5	6	5
Probably Not	2	1	1	2	2	1	1	1	*
Definitely Not	1	1	*	*	1	*	*	*	*
Don't Know/No Answer	<u>1</u>	<u>*</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>
	100	100	100	100	100	100	100	100	100

\* Less than 1%

## VALUE

14. To what extent do you agree with the following statement:  
"BART is a good value for the money."

- Two in three agree strongly or somewhat with the statement: "BART is a good value for the money". About one in seven disagree.

	----- Total -----		
	'00	'02	'04
Base: (All Respondents)	5442	5507	6142
	%	%	%
Agree Strongly	28	27	28
Agree Somewhat	41	39	39
Neutral	16	18	18
Disagree Somewhat	10	11	11
Disagree Strongly	4	4	3
Don't Know/No Answer	<u>1</u>	<u>1</u>	<u>1</u>
	100	100	100

*Agree Strongly or Somewhat = 67%*

	---- Peak ----			-- Off-Peak --			-- Weekend --		
	'00	'02	'04	'00	'02	'04	'00	'02	'04
Base: (All Respondents)	2738	2762	2290	1972	1994	2249	731	752	903
	%	%	%	%	%	%	%	%	%
Agree Strongly	24	24	24	31	28	30	36	34	36
Agree Somewhat	43	40	42	39	38	37	38	36	36
Neutral	16	18	18	15	18	18	16	19	14
Disagree Somewhat	12	13	12	9	11	11	7	8	9
Disagree Strongly	4	4	3	5	4	3	2	2	4
Don't Know/No Answer	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>
	100	100	100	100	100	100	100	100	100

\* Less than 1%

## SEATING AVAILABILITY

15. After you boarded the train for this trip, did you stand because seating was unavailable? How long did you stand?

- Almost one in five had to stand because seating was unavailable.
- Among those who had to stand, about six in ten had to stand for the whole trip or for most of it.

----- Total -----									
	'00	'02	'04						
Base: (All Respondents)	5442	5507	6142						
	%	%	%						
Yes, stood	20	18	19	<i>Stood = 19%</i>					
No, did not stand	78	80	80						
Don't Know/NA	<u>2</u>	<u>2</u>	<u>1</u>						
	100	100	100						
Base: (Stood)	1071	1021	1165						
	%	%	%						
For Whole Trip	41	33	34	<i>All or Most = 62 % of standees</i>					
For Most of Trip	30	32	28						
For Small Portion	25	30	34						
Don't Know/NA	<u>4</u>	<u>5</u>	<u>4</u>						
	100	100	100						
Base: (All Respondents)	---- Peak ----			-- Off-Peak --			-- Weekend --		
	'00	'02	'04	'00	'02	'04	'00	'02	'04
	2738	2762	2990	1972	1994	2249	731	752	903
	%	%	%	%	%	%	%	%	%
Yes, stood	26	22	24	14	15	15	13	15	14
No, did not stand	73	77	75	84	83	83	84	83	84
Don't Know/NA	<u>1</u>	<u>1</u>	<u>1</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>
	100	100	100	100	100	100	100	100	100
Base: (Stood)	701	597	705	279	309	333	91	115	126
	%	%	%	%	%	%	%	%	%
For Whole Trip	45	36	39	37	31	28	25	29	25
For Most of Trip	31	34	28	29	28	27	28	27	28
For Small Portion	21	26	30	30	37	39	41	37	41
Don't Know/NA	<u>3</u>	<u>4</u>	<u>3</u>	<u>4</u>	<u>4</u>	<u>6</u>	<u>6</u>	<u>7</u>	<u>6</u>
	100	100	100	100	100	100	100	100	100

## USAGE OF DISCOUNTED TICKETS

## 18. Do you currently use discounted tickets? – Which ticket?

- Over a third of the 2004 respondents currently use discounted tickets. Usage is higher among peak hour riders. Over half of those who use discounted tickets, purchase the High Value discounted tickets.

	----- Total -----		
	'00	'02	'04
Base: (All Respondents)	5442	5507	6142
	%	%	%
Yes, Use Discounted Tickets	33	38	37
No, Do not Use	64	60	61
DK/NA	<u>3</u>	<u>2</u>	<u>2</u>
	100	100	100

Base: (Use Disc. Tickets)	1783	2104	2293
	%	%	%
High Value	54	51	57
Muni Fast Pass	14	13	12
BART Plus	14	17	9
Senior	6	8	9
Disabled	7	6	5
Student	1	2	2
Child	2	1	2
TransLink	xx	1	*
DK/NA/Other	3	4	5

	---- Peak ----			-- Off-Peak --			-- Weekend --		
	'00	'02	'04	'00	'02	'04	'00	'02	'04
Base: (All Respondents)	2738	2762	2990	1972	1994	2249	731	752	903
	%	%	%	%	%	%	%	%	%
Yes, Use Discounted Tickets	38	44	44	29	36	33	24	25	25
No, Do not Use	59	55	55	68	62	65	73	73	73
DK/NA	<u>3</u>	<u>1</u>	<u>1</u>	<u>3</u>	<u>2</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>2</u>
	100	100	100	100	100	100	100	100	100
Base: (Use Disc. Tickets)	1033	1208	1319	577	710	748	173	187	226
	%	%	%	%	%	%	%	%	%
High Value	62	57	65	46	46	50	29	30	31
Muni Fast Pass	14	14	13	13	12	11	16	13	13
BART Plus	13	18	8	16	16	10	19	17	14
Senior	3	5	5	9	11	13	13	20	22
Disabled	4	4	3	10	8	8	14	12	9
Student	1	1	1	2	3	3	3	4	4
Child	1	1	1	2	1	2	4	2	3
TransLink	xx	1	*	xx	1	1	xx	*	1
DK/NA/Other	2	3	4	4	5	5	3	5	6

Note: Although not asked for, multiple mentions were accepted.  
xx = Not broken out for survey period.

\* Less than 1%

## ETHNIC IDENTIFICATION

16. What is your race or ethnic identification?  
Are you of Spanish, Hispanic or Latino ancestry?

- BART has a diversified ridership.

	----- Total -----		
	'00	'02	'04
Base: (All Respondents)	5442	5507	6142
	%	%	%
White	46	43	44
Asian or Pacific Islander	23	26	26
Black/African American	15	14	12
Native American or Alaska Native	2	2	1
Balance (NA/other)	17	18	18
Hispanic Ancestry	13	13	14

	---- Peak ----			-- Off-Peak --			-- Weekend --		
	'00	'02	'04	'00	'02	'04	'00	'02	'04
Base: (All Respondents)	2738	2762	2990	1972	1994	2249	731	752	903
	%	%	%	%	%	%	%	%	%
White	45	42	43	47	43	43	47	49	51
Asian or Pacific Islander	26	28	30	21	25	24	20	20	19
Black/African American	14	13	11	16	16	13	15	12	13
Native American or Alaska Native	1	1	1	2	2	2	2	2	2
Balance (NA/other)	16	17	17	17	18	20	20	21	18
Hispanic Ancestry	12	12	14	13	13	16	15	16	13

Note: Multiple responses were accepted.

**GENDER**

17. Gender:

The chart which follows shows the gender of riders who participated in the survey research.

	----- Total -----								
	'00	'02	'04						
Base: (All Respondents)	5442	5507	6142						
	%	%	%						
MALE	50	47	47						
FEMALE	47	49	50						
NA/REFUSED	<u>3</u>	<u>4</u>	<u>3</u>						
	100	100	100						
	---- Peak ----			-- Off-Peak --			-- Weekend --		
	'00	'02	'04	'00	'02	'04	'00	'02	'04
Base: (All Respondents)	2738	2762	2990	1972	1994	2249	731	752	903
	%	%	%	%	%	%	%	%	%
MALE	48	43	43	53	49	51	51	52	48
FEMALE	49	53	54	44	46	45	46	43	49
NA/REFUSED	<u>3</u>	<u>4</u>	<u>3</u>	<u>3</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>5</u>	<u>3</u>
	100	100	100	100	100	100	100	100	100

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## AGE

19. Age:

- About half of the BART riders who participated in the survey are 35 years of age or older.

	----- Total -----								
	'00	'02	'04						
Base: (All Respondents)	5442	5507	6142						
	%	%	%						
12 or Younger	*	*	*						
13 – 17	2	3	3						
18 – 24	17	15	16						
25 – 34	31	28	28				<i>Under 35 = 47 %</i>		
35 – 44	22	22	21						
45 – 64	23	27	26						
65 & Older	3	3	4				<i>35 &amp; Older = 51%</i>		
DK/NA/REFUSED	<u>2</u>	<u>2</u>	<u>2</u>						
	100	100	100						

	---- Peak ----			-- Off-Peak --			-- Weekend --		
	'00	'02	'04	'00	'02	'04	'00	'02	'04
Base: (All Respondents)	2738	2762	2990	1972	1994	2249	731	752	903
	%	%	%	%	%	%	%	%	%
12 or Younger	*	*	*	*	*	*	*	*	*
13 – 17	2	2	2	2	3	3	5	6	5
18 – 24	14	12	12	19	18	21	22	19	19
25 – 34	33	29	30	31	29	28	27	26	23
35 – 44	24	25	23	21	19	18	19	16	18
45 – 64	25	29	28	23	25	24	20	24	27
65 & Older	1	2	3	3	4	4	4	7	6
DK/NA/REFUSED	<u>1</u>	<u>1</u>	<u>2</u>	<u>1</u>	<u>2</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>2</u>
	100	100	100	100	100	100	100	100	100

\*Less than 1%

## INCOME

20. What is the total annual income of your household before taxes?

- Over one third of BART riders surveyed have household incomes under \$45,000.
- About a third have household incomes of \$75,000 or more.

	----- Total -----			
	'00	'02	'04	
Base: (All Respondents)	5442	5507	6142	
	%	%	%	
\$15,000 or Less	10	12	13	
\$15,001 - \$30,000	13	13	12	
\$30,001 - \$45,000	14	14	12	<b>Under \$45,001 = 37%</b>
\$45,001 - \$60,000	13	12	12	
\$60,001 - \$75,000	12	11	10	<b>\$45K - \$75K = 22%</b>
\$75,001 - \$100,000	12	12	12	
\$100,001 or over	16	17	20	<b>\$75,000 or more = 32%</b>
DK/NA/REFUSED	<u>10</u>	<u>9</u>	<u>9</u>	
	100	100	100	

	---- Peak ----			-- Off-Peak --			-- Weekend --		
	'00	'02	'04	'00	'02	'04	'00	'02	'04
Base: (All Respondents)	2738	2762	2990	1972	1994	2249	731	752	903
	%	%	%	%	%	%	%	%	%
\$15,000 or Less	6	8	8	14	15	19	17	19	17
\$15,001 - \$30,000	10	10	10	14	16	14	15	14	13
\$30,001 - \$45,000	15	14	12	14	13	12	13	13	12
\$45,001 - \$60,000	13	13	12	13	12	12	13	10	12
\$60,001 - \$75,000	13	12	11	11	10	8	9	8	9
\$75,001 - \$100,000	14	14	14	10	10	10	9	8	9
\$100,001 or over	20	21	24	14	15	16	11	15	18
DK/NA/REFUSED	<u>9</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>9</u>	<u>9</u>	<u>13</u>	<u>13</u>	<u>10</u>
	100	100	100	100	100	100	100	100	100



## RATING BART ON SPECIFIC CHARACTERISTICS

21. Help us improve service. Please rate BART on each of the following characteristics. “7” (excellent) is the highest rating you can give. “1” (poor) is the lowest rating you can give. Of course you can use any number in between. Skip only categories that do not apply to you.

POOR								EXCELLENT	
1	2	3	4	5	6	7			

NOTE: “7” is the highest rating a respondent can give and “1” is the lowest. Don’t know responses and no answers have been eliminated in calculating the arithmetic mean

- With the exception of *Noise levels on trains*, BART is rated higher in 2004 than in 2002 on all of the attributes measured.
- Extremely positive increases are observed with respect to *Reliability of ticket vending machines* and *Reliability of faregates*.
- Healthy increases are also in evidence on *Length of lines at exit gates*, *Process for receiving ticket refunds* and *Escalator availability and reliability*.

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**RATING BART ON SPECIFIC CHARACTERISTICS (continued)**

	MEAN RATINGS (7 point scale)						<i>mean score change '04 - '02</i>
	-----Total-----			-----2004 – By Strata-----			
	'00	'02	'04	Peak	Off-Peak	Weekend	
BASE: (All Respondents)	5442	5507	6142	2990	2249	903	
<b>OVERALL RATINGS</b>	%	%	%	%	%	%	
Availability of maps/schedules....	5.59	5.62	5.78	5.80	5.77	5.73	+ .16
Enforcement of no smoking policy	5.51	5.64	5.72	5.73	5.71	5.72	+ .08
On-time Performance of trains.....	5.23	5.28	5.63	5.57	5.67	5.75	+ .35
Bart.gov website .....	xx	5.23	5.54	5.56	5.52	5.50	+ .31
Access for people with disabilities	4.78	5.14	5.38	5.30	5.44	5.46	+ .24
Timeliness of connections between BART trains.....	5.06	5.01	5.37	5.30	5.42	5.48	+ .36
Frequency of train service.....	5.06	5.07	5.31	5.29	5.31	5.38	+ .24
Hours of Operation.....	5.02	5.07	5.28	5.38	5.19	5.16	+ .21
Timely information about service disruptions.....	4.81	4.97	5.27	5.17	5.34	5.45	+ .30
Availability of bicycle parking....	4.56	4.81	5.07	5.00	5.13	5.14	+ .26
Lighting in parking lots.....	4.77	4.87	5.06	4.99	5.11	5.18	+ .19
Helpfulness and courtesy of BART personnel .....	4.62	4.71	5.05	4.96	5.11	5.22	+ .34
Enforcement against fare evasion	4.63	4.71	4.99	4.87	5.06	5.22	+ .28
Personal Security in BART system	4.74	4.80	4.97	4.91	5.02	5.07	+ .17
Timeliness of connections with buses .....	4.59	4.65	4.93	4.85	4.97	5.03	+ .28
Leadership in solving regional transportation issues .....	4.42	4.50	4.86	4.77	4.91	5.04	+ .36
Enforcement of no eating and drinking policy .....	4.60	4.52	4.68	4.57	4.77	4.88	+ .16
Availability of car parking .....	3.82	4.33	4.63	4.53	4.61	4.98	+ .30

**RATING BART ON SPECIFIC CHARACTERISTICS (continued)**

	MEAN RATINGS (7 point scale)						<i>mean score change '04 - '02</i>
	-----Total-----			-----2004 – By Strata-----			
	'00	'02	'04	Peak	Off-Peak	Weekend	
BASE: (All Respondents)	5442	5507	6142	2990	2249	903	
<b>OVERALL RATINGS</b>	%	%	%	%	%	%	
<b>BART STATION RATINGS</b>							
Reliability of faregates.....	4.24	4.40	5.47	5.39	5.54	5.56	+1.07
Reliability of ticket vending machines .....	3.86	4.00	5.41	5.36	5.48	5.47	+1.41
Length of lines at exit gates .....	4.27	4.57	5.38	5.29	5.46	5.50	+ .81
Signs with transfer / platform / exit directions .....	5.00	4.98	5.35	5.29	5.40	5.40	+ .37
Stations kept free of graffiti .....	4.98	4.98	5.21	5.15	5.29	5.23	+ .23
Overall condition / state of repair	4.64	4.74	5.12	5.04	5.19	5.20	+ .38
Escalator availability and reliability	3.77	4.42	4.95	4.82	5.04	5.14	+ .53
Station cleanliness .....	4.69	4.59	4.88	4.83	4.93	4.95	+ .29
Availability of Station Agents .....	4.41	4.49	4.85	4.82	4.88	4.89	+ .36
Elevator availability and reliability	3.75	4.47	4.82	4.68	4.93	5.00	+ .35
Appearance of landscaping .....	4.50	4.52	4.77	4.70	4.84	4.87	+ .25
Process for receiving ticket refunds	3.92	4.07	4.68	4.56	4.75	4.93	+ .61
Elevator cleanliness .....	4.42	4.46	4.64	4.55	4.69	4.81	+ .18
Presence of BART Police in stations .....	4.04	4.31	4.52	4.45	4.58	4.61	+ .21
Presence of BART Police in parking lots .....	3.72	3.94	4.23	4.06	4.41	4.38	+ .29
Restroom cleanliness .....	3.85	3.80	4.10	4.03	4.13	4.21	+ .30

**RATING BART ON SPECIFIC CHARACTERISTICS (continued)**

	MEAN RATINGS (7 point scale)						<i>mean score change '04 - '02</i>
	-----Total-----			-----2004 – By Strata----			
	'00	'02	'04	Peak	Off-Peak	Weekend	
BASE: (All Respondents)	5442	5507	6142	2990	2249	903	
<b>OVERALL RATINGS</b>	%	%	%	%	%	%	
<b>BART TRAIN RATINGS</b>							
Train interior kept free of graffiti .	4.78	4.97	5.24	5.11	5.36	5.40	+ .27
Comfort of seats on trains .....	4.92	5.10	5.23	5.08	5.35	5.45	+ .13
Comfortable temperature aboard trains .....	4.46	4.94	5.12	4.91	5.29	5.40	+ .18
Appearance of train exterior .....	4.71	4.72	4.96	4.85	5.06	5.07	+ .24
Availability of seats on trains .....	4.35	4.59	4.91	4.71	5.06	5.21	+ .32
Condition / cleanliness of windows on train .....	4.21	4.33	4.66	4.50	4.80	4.86	+ .33
Train interior cleanliness .....	4.39	4.43	4.65	4.53	4.76	4.83	+ .22
Noise level on trains .....	4.39	4.67	4.62	4.49	4.72	4.81	- .05
Clarity of public address announcements .....	4.02	4.30	4.51	4.39	4.65	4.61	+ .21
Presence of BART Police on trains .....	3.68	3.89	4.00	3.89	4.09	4.17	+ .11

## CURRENT BIKE POLICY

**current wording (2002 & 2004):**

22. Bicycles are currently allowed on-board all BART trains except peak period trains highlighted on the BART schedule. Do you feel this policy provides adequate access for bicyclists, goes too far, or does not go far enough to accommodate bicyclists?

**previous wording (2000):**

22. Over the past few years, BART has relaxed its policies to make the system more accessible to bicyclists. Do you feel BART's current bike rules are adequate, go too far to accommodate bicyclists, or do not go far enough to accommodate bicyclists?

- Overall, one third feel that BART's current bike policy provides adequate access for bicyclists, 14% feel that the rules do not go far enough, while 5% feel that they go too far. Findings are consistent with previous measurements.
- The majority of respondents who took their bikes to BART feel that the current rules do not go far enough to accommodate bicyclists.

	----- Total -----			Took Bike To BART		
	'00	'02	'04	'04		
Base: (All Respondents)	5442	5507	6142	138		
	%	%	%	%		
Adequate Access	33	33	33	26		
Go Too Far	6	5	5	4		
Do Not Go Far Enough	14	15	14	53		
Don't Know	27	25	24	8		
No Answer	<u>20</u>	<u>22</u>	<u>24</u>	<u>9</u>		
	100	100	100	100		

	---- Peak ----			-- Off-Peak --			-- Weekend --		
	'00	'02	'04	'00	'02	'04	'00	'02	'04
Base: (All Respondents)	2738	2762	2990	1972	1994	2249	731	752	903
	%	%	%	%	%	%	%	%	%
Adequate Access	35	33	33	33	34	33	28	30	32
Go Too Far	7	5	5	5	5	5	4	5	3
Do Not Go Far Enough	14	15	16	14	16	13	14	13	13
Don't Know	25	26	24	26	24	23	30	26	27
No Answer	<u>19</u>	<u>21</u>	<u>22</u>	<u>22</u>	<u>21</u>	<u>26</u>	<u>24</u>	<u>26</u>	<u>25</u>
	100	100	100	100	100	100	100	100	100

**Appendix C:  
Tests of Statistical Significance  
2002 vs. 2004**

## Appendix C: TESTS OF STATISTICAL SIGNIFICANCE

### 95% Confidence Level

	2004					2002					Difference	T-Score	Statistically Significant?
	Total Response	Don't Know	Sample Size	Mean	Standard Deviation	Total Response	Don't Know	Sample Size	Mean	Standard Deviation			
SCALE: 1=Poor, 7=Excellent													
OVERALL SATISFACTION	6,142	37	6,105	4.28	0.82	5,507	34	5,473	4.06	0.94	0.22	30.6032	yes
RECOMMEND TO FRIEND	6,142	47	6,095	4.63	0.65	5,507	37	5,470	4.50	0.75	0.13	28.5594	yes
"BART IS A GOOD VALUE"	6,142	72	6,070	3.78	1.08	5,507	57	5,450	3.75	1.09	0.03	2.73205	yes
On-time performance of trains	6,142	397	5,745	5.63	1.14	5,507	294	5,213	5.28	1.31	0.35	24.429	yes
Hours of operation	6,142	543	5,599	5.28	1.53	5,507	435	5,072	5.07	1.59	0.21	8.91509	yes
Frequency of train service	6,142	585	5,557	5.31	1.33	5,507	482	5,025	5.07	1.41	0.2369312	12.9939	yes
Availability of maps and schedules	6,142	676	5,466	5.78	1.25	5,507	602	4,905	5.62	1.37	0.1606381	9.54419	yes
Timely information about service disruptions	6,142	857	5,285	5.27	1.40	5,507	647	4,860	4.97	1.56	0.2992578	13.7683	yes
Timeliness of connections b/t BART trains	6,142	1,406	4,736	5.37	1.25	5,507	1,213	4,294	5.01	1.43	0.3634009	19.2442	yes
Timeliness of connections w/ buses	6,142	2,294	3,848	4.93	1.49	5,507	2,000	3,507	4.65	1.55	0.276492	10.2643	yes
Availability of car parking	6,142	1,622	4,520	4.63	1.77	5,507	1,403	4,104	4.33	1.86	0.2953472	8.32913	yes
Availability of bicycle parking	6,142	2,765	3,377	5.07	1.48	5,507	2,514	2,993	4.81	1.61	0.2581316	8.64099	yes
Lighting in parking lots	6,142	1,692	4,450	5.06	1.39	5,507	1,443	4,064	4.87	1.48	0.1908308	8.55601	yes
Helpfulness and courtesy of BART personnel	6,142	956	5,186	5.05	1.52	5,507	724	4,783	4.71	1.64	0.3388921	13.5625	yes
Access for people with disabilities	6,142	2,422	3,720	5.38	1.37	5,507	2,156	3,351	5.14	1.50	0.2378546	9.72292	yes
Enforcement against fare evasion	6,142	2,162	3,980	4.99	1.59	5,507	1,877	3,630	4.71	1.71	0.2789202	8.94354	yes
Enforcement of no smoking policy	6,142	1,602	4,540	5.72	1.38	5,507	1,254	4,253	5.64	1.46	0.0827862	3.851	yes
Enforcement of no eating or drinking policy	6,142	1,338	4,804	4.68	1.82	5,507	1,027	4,480	4.52	1.84	0.164544	4.73197	yes
Personal security in BART system	6,142	1,163	4,979	4.97	1.45	5,507	895	4,612	4.80	1.51	0.1708014	7.63813	yes
Leadership in solving transportation issues	6,142	1,993	4,149	4.86	1.53	5,507	1,723	3,784	4.50	1.65	0.3638028	12.8266	yes
BART.gov website	6,142	1,884	4,258	5.54	1.28	5,507	2,017	3,490	5.23	1.41	0.3106489	15.1468	yes
Length of lines at exit gates	6,142	709	5,433	5.38	1.28	5,507	572	4,935	4.57	1.59	0.8084479	39.8704	yes
Reliability of ticket vending machines	6,142	778	5,364	5.41	1.35	5,507	624	4,883	4.00	1.76	1.414879	58.8607	yes
Reliability of faregates	6,142	981	5,161	5.47	1.25	5,507	777	4,730	4.40	1.65	1.0700041	50.2039	yes
Process for receiving ticket refunds	6,142	2,134	4,008	4.68	1.75	5,507	1,653	3,854	4.07	1.83	0.6142688	16.9976	yes
Escalator availability and reliability	6,142	1,114	5,028	4.95	1.51	5,507	928	4,579	4.42	1.66	0.5261994	20.548	yes
Elevator availability and reliability	6,142	2,120	4,022	4.82	1.56	5,507	1,907	3,600	4.47	1.65	0.3502597	11.8769	yes
Presence of BART Police in stations	6,142	1,224	4,918	4.52	1.57	5,507	967	4,540	4.31	1.58	0.2121405	8.31054	yes
Presence of BART Police in parking lots	6,142	1,648	4,494	4.23	1.72	5,507	1,399	4,108	3.94	1.74	0.2907377	9.00287	yes
Availability of Station Agents	6,142	1,176	4,966	4.85	1.50	5,507	902	4,605	4.49	1.60	0.3592446	14.6356	yes
Appearance of landscaping	6,142	1,272	4,870	4.77	1.49	5,507	1,090	4,417	4.52	1.56	0.2540626	10.5311	yes
Stations kept free of graffiti	6,142	1,086	5,056	5.21	1.41	5,507	899	4,608	4.98	1.50	0.2307605	10.7223	yes
Station cleanliness	6,142	898	5,244	4.88	1.52	5,507	699	4,808	4.59	1.58	0.2928943	12.2249	yes
Restroom cleanliness	6,142	2,112	4,030	4.10	1.80	5,507	1,744	3,763	3.80	1.80	0.2953948	8.04162	yes
Elevator cleanliness	6,142	2,357	3,785	4.64	1.67	5,507	2,087	3,420	4.46	1.65	0.1826153	5.61279	yes
Signs with transfer / platform / exit directions	6,142	1,253	4,889	5.35	1.33	5,507	1,090	4,417	4.98	1.49	0.3689767	17.9222	yes
Overall condition / state of repair	6,142	987	5,155	5.12	1.26	5,507	794	4,713	4.74	1.37	0.3765411	21.6481	yes
Availability of seats on trains	6,142	617	5,525	4.91	1.49	5,507	471	5,036	4.59	1.56	0.3176072	14.0394	yes
Comfort of seats on trains	6,142	663	5,479	5.23	1.36	5,507	501	5,006	5.10	1.42	0.1303806	6.91172	yes
Comfortable temperature aboard trains	6,142	754	5,388	5.12	1.40	5,507	576	4,931	4.94	1.45	0.1786995	8.94012	yes
Noise level on trains	6,142	746	5,396	4.62	1.60	5,507	601	4,906	4.67	1.52	-0.053285	-2.21258	yes
Clarity of public address announcements	6,142	859	5,283	4.51	1.66	5,507	681	4,826	4.30	1.69	0.2137574	7.65654	yes
Presence of BART Police on trains	6,142	1,138	5,004	4.00	1.69	5,507	869	4,638	3.89	1.68	0.109516	3.78318	yes
Appearance of train exterior	6,142	918	5,224	4.96	1.42	5,507	752	4,755	4.72	1.50	0.2364413	11.0863	yes
Condition / cleanliness of windows on train	6,142	816	5,326	4.66	1.55	5,507	628	4,879	4.33	1.62	0.327953	13.1913	yes
Train interior kept free of graffiti	6,142	896	5,246	5.24	1.40	5,507	704	4,803	4.97	1.51	0.2728042	12.9272	yes
Train interior cleanliness	6,142	749	5,393	4.65	1.59	5,507	568	4,939	4.43	1.61	0.2242773	8.89929	yes

**Appendix D:  
Service Characteristics Ratings - Percentages**



**APPENDIX D: SERVICE CHARACTERISTICS RATINGS**

		<b>Top Two</b>	<b>Neutral</b>	<b>Bottom Two</b>	<b>Don't Know</b>
SCALE: 1=Poor, 7=Excellent	<b>Means</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Availability of maps and schedules	5.78	59	28	2	11
Enforcement of no smoking policy	5.72	49	23	2	26
On-time performance of trains	5.63	57	35	1	7
Bart.gov website	5.54	40	28	1	31
Reliability of faregates	5.47	47	35	2	16
Reliability of ticket vending machines	5.41	48	36	3	13
Length of lines at exit gates	5.38	46	40	2	12
Access for people with disabilities	5.38	32	27	2	39
Timeliness of connections b/t BART trains	5.37	39	36	2	23
Signs with transfer / platform / exit directions	5.35	41	36	3	20
Frequency of train service	5.31	45	43	3	9
Hours of operation	5.28	49	36	6	9
Timely information about service disruptions	5.27	42	40	4	14
Train interior kept free of graffiti	5.24	43	39	4	14
Comfort of seats on trains	5.23	42	43	4	11
Stations kept free of graffiti	5.21	39	39	4	18
Overall condition / state of repair	5.12	35	46	3	16
Comfortable temperature aboard trains	5.12	39	45	4	12
Availability of bicycle parking	5.07	24	28	3	45
Lighting in parking lots	5.06	30	39	3	28
Helpfulness and courtesy of BART personnel	5.05	37	41	6	16
Enforcement against fare evasion	4.99	28	32	5	35
Personal security in BART system	4.97	32	44	5	19
Appearance of train exterior	4.96	34	46	5	15
Escalator availability and reliability	4.95	34	42	6	18
Timeliness of connections w/ buses	4.93	24	34	4	38
Availability of seats on trains	4.91	34	49	7	10
Station cleanliness	4.88	33	45	7	15
Leadership in solving regional trans. problems	4.86	26	36	6	32
Availability of Station Agents	4.85	30	45	6	19
Elevator availability and reliability	4.82	24	35	6	35
Appearance of landscaping	4.77	27	46	6	21
Enforcement of no eating or drinking policy	4.68	31	35	12	22
Process for receiving ticket refunds	4.68	25	32	8	35
Condition / cleanliness of windows on train	4.66	29	49	9	13
Train interior cleanliness	4.65	30	48	10	12
Elevator cleanliness	4.64	21	33	8	38
Availability of car parking	4.63	27	36	11	26
Noise level on trains	4.62	28	50	10	12
Presence of BART Police in stations	4.52	22	49	9	20
Clarity of public address announcements	4.51	27	48	11	14
Presence of BART Police in parking lots	4.23	19	41	13	27
Restroom cleanliness	4.10	16	36	14	34
Presence of BART Police on trains	4.00	17	48	17	18

*Note: Ratings on a scale of 1 - 7. Top Two includes 6 or 7 ratings. Neutral includes 3, 4, or 5 ratings. and Bottom Two includes 1 or 2 ratings.*

**Appendix E:  
Description of Methodology and  
Response Rate Summary**

## **2004 BART Customer Satisfaction Study**

### **FIELD PROCEDURES**

In total, 9 interviewers worked on the 2004 study. The training sessions for interviewers was conducted at Corey, Canapary & Galanis' (CC&G) office in San Francisco on Tuesday, September 7, 2004. The bulk of the field interviewing was conducted between September 8 and September 22, 2004. Due to BART's fall schedule change, no interviewing was conducted on September 13, 14 and 15. One additional make-up run was conducted on September 26, 2004.

Interviewers, for the most part, worked in crews of two. In addition to the interviewers, roving supervisors also worked on the project. Supervisor responsibilities included overseeing the interviewer teams, monitoring procedures, and assisting with interviewing on crowded runs.

Interviewers boarded randomly preselected BART trains and distributed questionnaires to all riders on one pre-determined BART car (also randomly selected). These interviewers rode nearly the whole route of their designated line (origination/destination stations were Balboa Park, Castro Valley, Concord, El Cerrito Plaza, South Hayward, Millbrae and SFO), continually collecting completed surveys and distributing surveys to new riders entering their car. Tallies were kept for questionnaires taken home with riders to be mailed back and for all non-responses (refusals, language barrier, children under 13, rider asleep, and left train). The definitions for non-responses are:

*Language Barrier* - non-response because the rider cannot understand the interviewer or the questionnaire.

*Left Train* - the surveyor was unable to offer a questionnaire to a rider because of the short distance of that rider's trip.

*Children under 13* - children under 13 are not eligible for the survey.

*Sleeping* - riders who are sleeping were not offered a questionnaire.

*Refusals* - riders unwilling to accept/fill out the survey.

Interviewers returned completed questionnaires to the CC&G office within one or two days of interviewing. The exception to this was weekend crews, who returned their questionnaires Monday morning. Editing, coding and inputting were done as the questionnaires were returned. Standard office procedures were used in spot checking (validating) the work of the editors, coders and data inputters.

### **SAMPLING**

Sampling was achieved by selecting BART train trips that most closely resembled those trains selected for the 2002 study with consideration given to the SFO extension (four new stations). The resulting sample of BART trains fell within three ridership segments: peak, off-peak and weekend. Peak is defined as weekday trains dispatched between 5:30am - 8:30am and 3:30pm - 6:30pm. Off-peak includes trains dispatched all other weekday times. Weekend includes all dispatches on Saturday or Sunday.

## 2004 BART Customer Satisfaction Study

### DESCRIPTION OF METHODOLOGY (continued)

Once all the train selections were made, each trip (train run) was matched with an appropriate return trip on the same line. For the few cases where a return trip was not available, it was treated as a one-way trip and no return trip was assigned. Then, for each trip, one train car was randomly selected for interviewers to board. Interviewers attempted to survey all car riders through the destination station. This random train car selection process resulted in a slight bias towards shorter trains. Riders on shorter trains had a higher likelihood of being selected than those on longer trains. In previous years, analysis has been performed on this issue and has demonstrated that this bias has no material effect on the results. The number of outgoing and returning trips totaled: Peak - 40 trips, Off-Peak - 56 trips, Weekend - 44 trips.

### WEIGHTING

The data were weighted by ridership segment to proportionately represent BART riders. The weighted ridership segments are defined identically to the sampling ridership segments except that weekend is broken out into Saturday and Sunday. The resulting ridership segments are as follows: weekday peak, weekday off-peak, Saturday and Sunday. The following chart shows the actual number of interviews by ridership segment and the number of interviews weighted to represent the proportional amount of ridership in each ridership segment. It also shows the number of riders the weighting is based on, as well as the percentage of riders these numbers represent (weighting %).

	Weekday Peak	Weekday Off-peak	Saturday	Sunday	Weekly Total
Interviews completed	2,344	2,233	658	907	6,142
Interviews weighted by ridership segment	2,990	2,249	492	411	6,142
Estimated # of BART riders*	916,321	689,244	150,478	126,080	1,882,123
Weighting %	48.69%	36.62%	8.00%	6.70%	100.00%

\*Estimated # of BART riders taken from ridership averages for: weekdays period September 13-17, 2004; weekend period September 18-19, 2004.

## 2004 BART Customer Satisfaction Study

*Response Rate / % of Riders Who Completed Survey / Distribution Rate*

	<i><b>Total</b></i>	<i><b>Peak</b></i>	<i><b>Off-Peak</b></i>	<i><b>Weekend</b></i>
Children under 13	270	30	68	172
Language barrier (about 7% of total)	755	224	238	293
Rider asleep	345	172	111	62
Left train	94	45	20	29
Refused	1,900	652	652	596
Partials (not processed)	150	37	63	50
Qst. distributed and not returned by Oct 2	1,062	365	378	319
<b>TOTAL NON-RESPONSE</b>	<b><u>4,576</u></b>	<b><u>1,525</u></b>	<b><u>1,530</u></b>	<b><u>1,521</u></b>
Completes collected	5,768	2,171	2,099	1,498
Completes mailed back	374	173	134	67
<b>TOTAL COMPLETES</b>	<b><u>6,142</u></b>	<b><u>2,344</u></b>	<b><u>2,233</u></b>	<b><u>1,565</u></b>
<b>PASSENGERS ON SAMPLED CARS</b>				
<i>(Total completes+Total Non-response)</i>	<b><u>10,718</u></b>	<b><u>3,869</u></b>	<b><u>3,763</u></b>	<b><u>3,086</u></b>

<b><u>Response Rate &amp; % of Riders Who Completed Survey</u></b>				
<b>PASSENGERS ON SAMPLED CARS</b>	<b>10,718</b>	<b>3,869</b>	<b>3,763</b>	<b>3,086</b>
Less:				
Children Under 13	(270)	(30)	(68)	(172)
Language Barrier	(755)	(224)	(238)	(293)
Sleeping	(345)	(172)	(111)	(62)
<b>POTENTIAL RESPONDENTS</b>	<b><u>9,348</u></b>	<b><u>3,443</u></b>	<b><u>3,346</u></b>	<b><u>2,559</u></b>
<b>TOTAL COMPLETES</b>	<b>6,142</b>	<b>2,344</b>	<b>2,233</b>	<b>1,565</b>
<b>Response Rate <sup>1</sup></b>	<b>65.7%</b>	<b>68.1%</b>	<b>66.7%</b>	<b>61.2%</b>
<b>% of Riders Who Completed Survey <sup>2</sup></b>	<b>57.3%</b>	<b>60.6%</b>	<b>59.3%</b>	<b>50.7%</b>
<b><u>Distribution Rate</u></b>				
<b>PASSENGERS ON SAMPLED CARS</b>	<b>10,718</b>	<b>3,869</b>	<b>3,763</b>	<b>3,086</b>
Less:				
Children Under 13	(270)	(30)	(68)	(172)
Language Barrier	(755)	(224)	(238)	(293)
Sleeping	(345)	(172)	(111)	(62)
<b>POTENTIAL RESPONDENTS</b>	<b><u>9,348</u></b>	<b><u>3,443</u></b>	<b><u>3,346</u></b>	<b><u>2,559</u></b>
Total Completes	6,142	2,344	2,233	1,565
Qst. taken home and not returned by Oct 2	1,062	365	378	319
Partials (not processed)	150	37	63	50
<b>TOTAL QST. DISTRIBUTED</b>	<b><u>7,354</u></b>	<b><u>2,746</u></b>	<b><u>2,674</u></b>	<b><u>1,934</u></b>
<b>Distribution Rate <sup>3</sup></b>	<b>78.7%</b>	<b>79.8%</b>	<b>79.9%</b>	<b>75.6%</b>

<sup>1</sup> Total Completes divided by Potential Respondent

<sup>2</sup> Total Completes divided by Passengers on Sampled Car

<sup>3</sup> Total Qst. Distributed divided by Potential Respondent

**Appendix F:  
Coding of Respondent Comments**

## **2004 BART Customer Satisfaction Study**

### **EDITING AND CODING**

This section outlines editing and coding procedures utilized on the 2004 BART Customer Satisfaction Study. Codes used in the 2002 study were used for the current study. Two additional codes were added. For the most part, information as provided by the respondent on the self-administered questionnaire was entered as recorded.

Editing procedures, where disparities occurred, were as follows:

Q.2. If multiple responses were given, questionnaires of companion (same trip) respondents were reviewed and editing was accomplished.

- In these situations, Entry station (Q.1) and Exit station (Q.3) were also checked and edited where appropriate (Example: respondent gave East Bay station as the entry, and West Bay station as the exit, whereas companion passengers gave the reverse response).

Q.11. In some cases respondents would write in a number following the "if less than once a month, about how many times a year \_\_\_\_\_" response category which indicated that they rode BART at least monthly (Example: 15). In these situations, the response was edited to the appropriate category.

Q.18. In some cases respondents would check the NO category and also check categories like High Value or MUNI Fast Pass in the following sub-question. Here the NO was edited to a YES.

#### **Scaling Questions**

- If multiples occurred where only one response was acceptable, we rotated the inputting of the higher and lower response. On the first occurrence we took the higher response, on the next occurrence we took the lower response, etc. (Example: both 5 and 6 circled on the Poor - Excellent Scale, or Agree Strongly and Agree Somewhat both checked).
- In cases where bi-polar discrepancies were observed, we took the mid-point (Example: 1 and 7 circled). Sometimes respondents would include notes like poor in this respect and excellent in another respect for a specific attribute.

The backside of the questionnaire included a section for comments. All of these written comments were typed into a database. The comments were then split and coded using a list of "department specific" codes provided by BART. The code list and incidence for each code are listed on the following page.

Printed reports listing the verbatim comments for each code are made available to the BART Departments responsible for each area. This provides them with an additional tool to understand the reasons for customer ratings levels.

## 2004 BART Customer Satisfaction Study

### CODE SHEET – COMMENT CODE FREQUENCIES

- 1 Agent availability [10]
- 2 Bus connections/MUNI connections/Caltrain connections [36]
- 3 Bike issues [129]
- 4 General compliments [146]
- 5 Disability issues [23]
- 6 Escalators and elevators (except cleanliness) [41]
- 7 Extensions [106]
- 8 Fares and fare policies [430]
- 9 Graffiti [2]
- 10 Landscaping [1]
- 11 Lighting [7]
- 12 Other specific comments [69]
- 13 PA (Public Address System) or noise issues [99]
- 14 Personnel (except police) [106]
- 15 Parking [164]
- 16 Police/enforcement issues (except bikes) [207]
- 17 Overall station conditions/state of repair [36]
- 18 Station cleanliness (except graffiti) [55]
- 19 Service - type of service, amount of service, delays, delay info., etc. [736]
- 20 Signage, maps, and printed schedules [76]
- 21 Seats on trains - availability [52]
- 22 Comments about surveys/research [13]
- 23 Train cleanliness - including interior, seats, and exterior (except graffiti) [91]
- 24 Temperature/ventilation [49]
- 25 Fare collection - general (lines/confusing/change/tickets with low amounts) [23]
- 26 Fare collection equipment (machines-faregates broken/don't work/don't accept bills) [31]
- 27 Refunds [11]
- 28 Tickets (de-magnetized/cannot read balance amount/do not work) [10]
- 29 Windows/etching [16]
- 30 BART strike [4]
- 31 Need for more rest rooms/bathrooms/open restrooms [55]
- 32 Car overall condition (change carpets/musty/doors not working) [141]
- 33 Bathroom cleanliness [32]
- 34 BART transfer connections [19]
- 35 BART website [5]
- 36 Luggage issues [5]
  
- 40 Other [9]



**Appendix G:  
Quadrant Charts By Ridership Segment**

## **2004 BART Customer Satisfaction Study**

### **QUADRANT CHARTS BY RIDERSHIP SEGMENT**

Quadrant Charts are designed to help set priorities for future initiatives to improve customer satisfaction. They identify those specific service characteristics that are most important to BART customers on average, and also show which service characteristics are rated lowest. The "Target Issues" quadrant (top left) displays the most important service characteristics in need of attention.

Values along the horizontal axis are average ratings. Customers marked their ratings on a scale of 1 = poor and 7 = excellent, so higher ratings on the right side of the Quadrant Chart are better scores and those on the left side are worse. The vertical axis ("Derived Importance") scale was derived by correlating each of the service characteristics with customers' overall satisfaction levels. Those service characteristics having strong correlations with overall satisfaction are seen as "More Important", while those with weaker correlations are seen as "Less Important".

For example, customer ratings of on-time performance are very strongly correlated with overall satisfaction (i.e. customers that are happy with BART's on-time performance tend to be more satisfied overall, and conversely customers that are disappointed with on-time performance tend to be less satisfied overall). On the other hand, customer ratings of map/schedule availability have only a weak correlation with overall satisfaction (i.e. it is not uncommon for customers to rate map/schedule availability highly, even though they are dissatisfied overall with BART services). Therefore, on-time performance is located in the upper part of the chart, while map/schedule availability is located in the lower part.

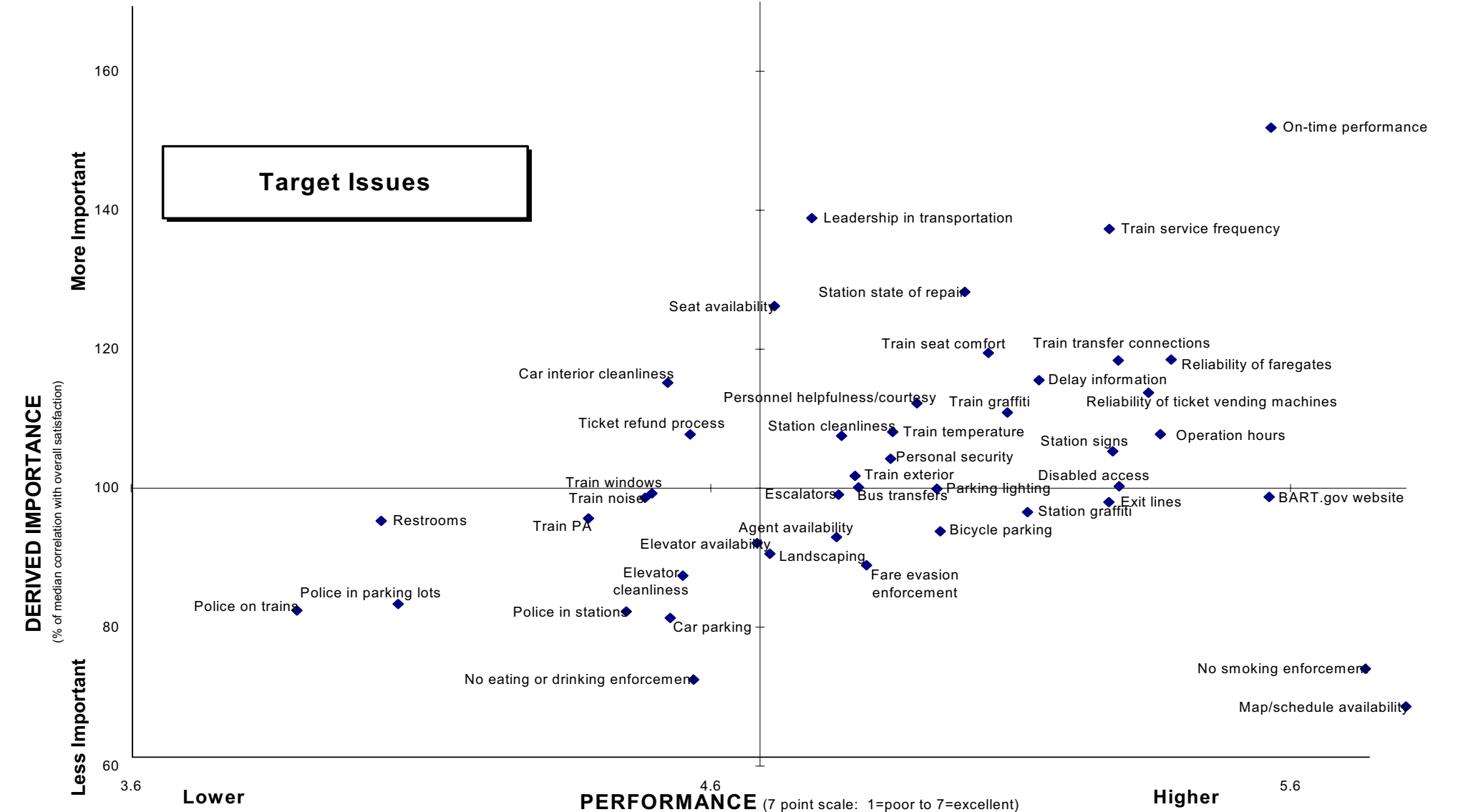
Specific values along the vertical axis are derived by calculating ratios between correlation coefficients for each service characteristic and the median correlation level. Those service characteristics above 100 are more correlated with overall satisfaction, while those below 100 are less so.

Note that some service characteristics are seen as fairly unimportant on average because not all customers are affected by them, even though they are quite important to specific customer segments (e.g. parking availability, elevator cleanliness, restrooms, and bicycle parking).

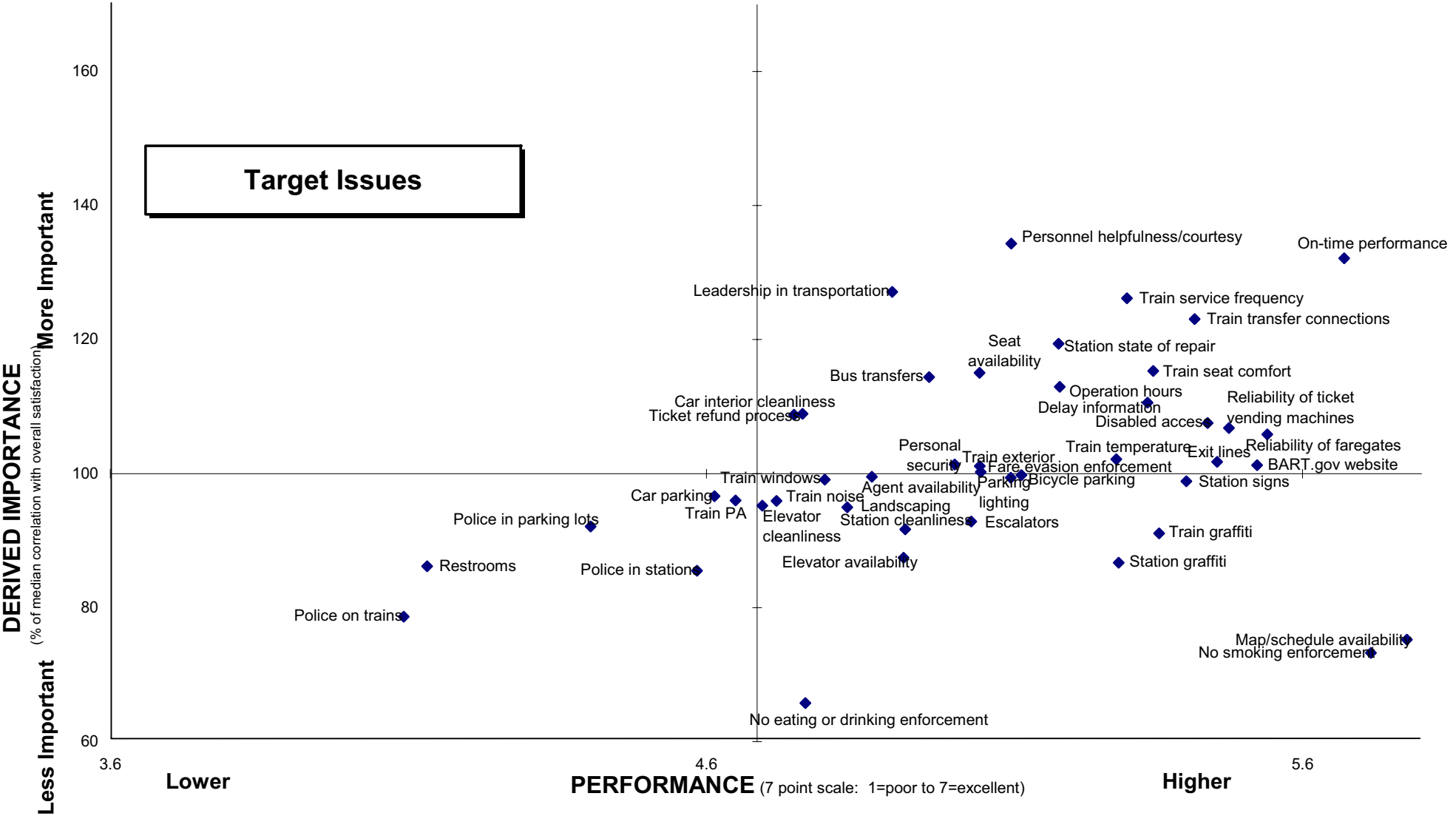
Also, note that more sophisticated statistical tests, utilizing factor and regression analyses, were done for the 1996 and 1998 Customer Satisfaction reports. This testing was not done in 2004, 2002 or 2000 as it has been generally consistent with the correlation coefficients' ratios used in the Quadrant Chart. Please refer to the 1998 Customer Satisfaction report for information on additional statistical testing done in past years.

The following pages show the Quadrant Charts for each of the three sample ridership segments: peak, off-peak, and weekend riders.

# Quadrant Chart (Peak)



# Quadrant Chart (Off-Peak)



# Quadrant Chart (Weekend)

